FEBRUARY 15, 1954

TECHNOLOGY DEPT.

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...Switch to NBC
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...TURE SECTION
Starts on Page 83

23RD year

...NEWSWEEKLY
...RADIO AND TV

Buy WHO and Get Iowa's Metropolitan Areas.. *Plus* the Remainder of Iowa!

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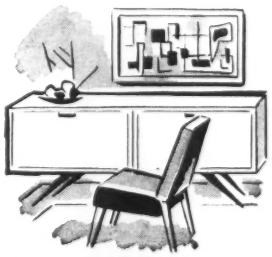
FEB 15 1954
DETROIT, Mich.

6.7% CEDAR RAPIDS
9.6% TRI-CITIES
12.7% DES MOINES
2.4% DUBUQUE
3.7% SIOUX CITY
6.3% WATERLOO
60.7% REMAINDER OF STATE



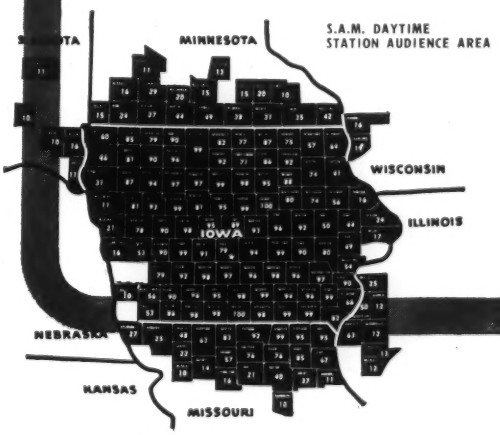
TAKE HOME FURNISHINGS SALES, FOR INSTANCE!

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4% Food Stores
61.6% Eating and Drinking Places
44.8% General Merchandise Stores
55.6% Apparel Stores
60.7% Home Furnishings Stores
65.1% Automotive Dealers
73.2% Filling Stations
79.6% Building Material Groups
60.4% Drugstores

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

BRISTOL MYERS DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Bristol-Myers' BUFFERIN is a tribute to a complete job. Bufferin combines aspirin with two antacid ingredients which all work together to relieve pain twice as fast as aspirin, but without the upset stomach which aspirin often causes.

Programming the best ingredients of fine entertainment and public service also takes skill. The application of this skill by Havens and Martin, Inc., Stations has built large and loyal audiences for WMBG, WCOD and WTVR in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.

Now maximum power 100,000 watts at maximum height 1049 feet

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

FRAN WARREN

RALPH FLANAGAN

SUNNY GALE

GEORGE SHEARING

JUNE VALLI

FRANKIE CARLE

more sponsors . . . more profits!

Build profitable sell-out programs with the new combined Studio Telescription Library*

Throughout the country, stations building programs with Studio Telescriptions are finding an enthusiastic market among advertisers. For in no other way is a sponsor able to participate in such popular, top talent shows without high production costs.

The Studio Telescription Music Library, over 1,100 three minute films produced especially for TV, is vital to profitable, versatile programming. With this service you have America's leading musical stars working for you and your clients . . . winning audiences and selling products.

The unbelievably low monthly cost is returned to you many times over in higher ratings, more sponsors and lower program costs. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, will make your profits soar.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

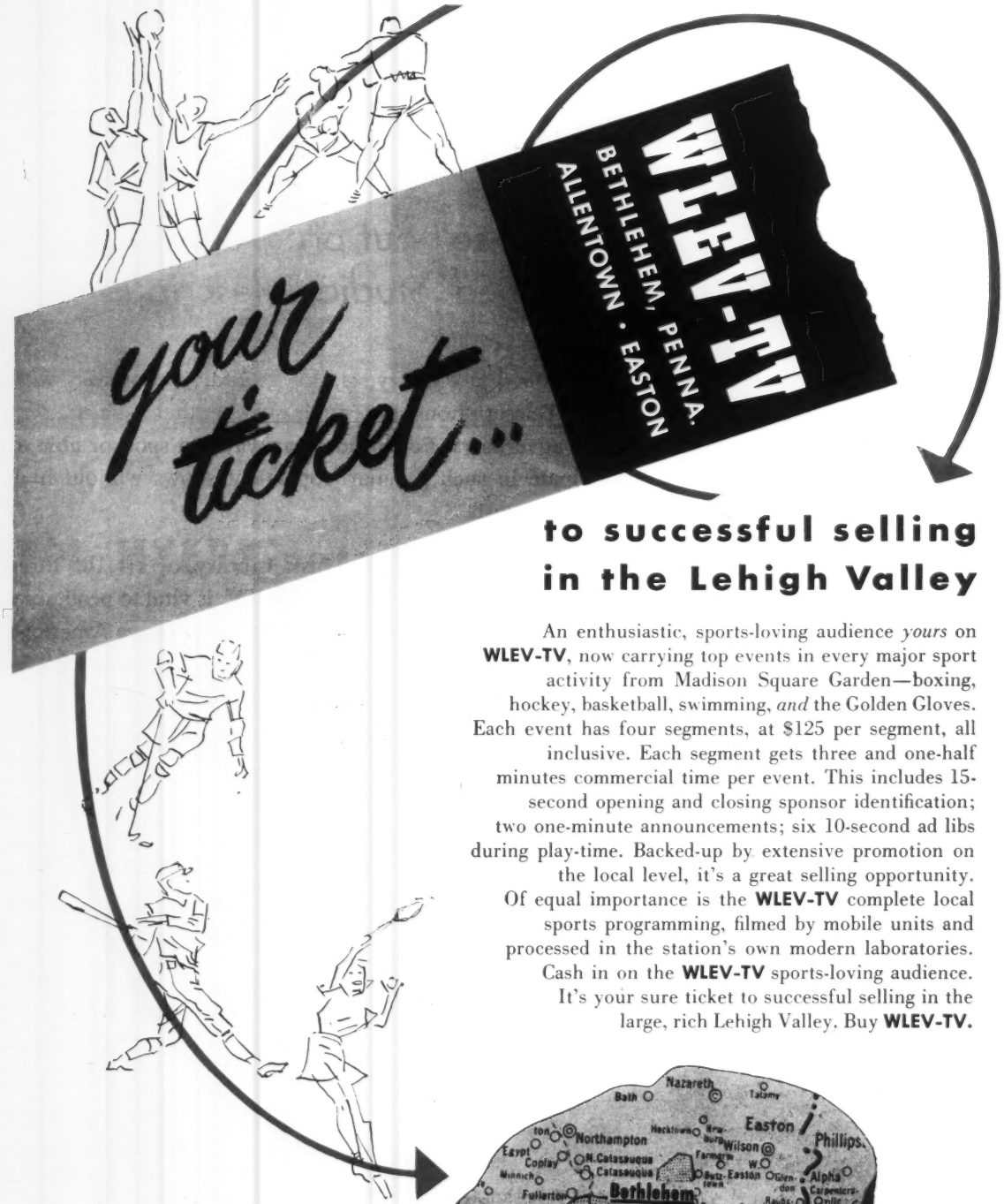
SF

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

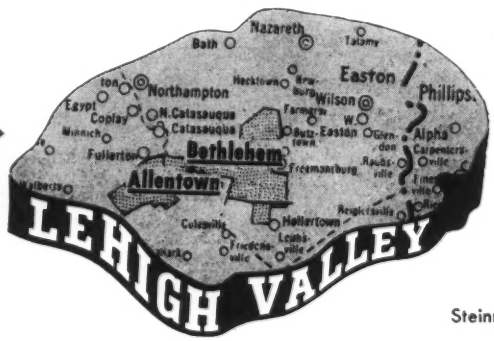
Exclusive distributors of Studio Telescriptions

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience *yours* on **WLEV-TV**, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, *and* the Golden Gloves. Each event has four segments, at $125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity. Of equal importance is the **WLEV-TV** complete local sports programming, filmed by mobile units and processed in the station's own modern laboratories. Cash in on the **WLEV-TV** sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley. Buy **WLEV-TV.**



Steinman Station

NBC TV Affiliate

Represented by

MEEKER TV, Incorporated

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

closed circuit

THREE striking lessons will emerge from NARTB's survey of newspaper radio-tv log practices when project is complete. First, nearly all stations refusing to pay advertising rates for logs voice complete satisfaction with present distribution methods. Second, 90% of charges are made in smaller communities (including weekly papers). Third, no direct charge for logs is made in any city with over million population.

★ ★ ★

DISCOUNT possibility that Sen. A. S. Mike Monroney (D-Okla.) will lead any Democratic move against nomination of John C. Doerfer to FCC. Senator has no intention of making repeat performance of fight he led against Robert E. Lee's confirmation. He doesn't believe there's any tie-up between Sen. McCarthy and Comr. Doerfer. To contrary, his opinion is that Comr. Doerfer is well qualified. President Eisenhower expected to rename Mr. Doerfer next month [CLOSED CIRCUIT, Feb. 8].

★ ★ ★

DESPITE reports to the contrary, General Motors is still "very much interested" in picking up tab for NCAA football tv schedule this fall. It's known special effort will be made to reassure GM that money is not being wasted on games of limited national appeal, and that schedule prepared by NCAA Tv Committee will be "best possible." At stake is estimated $1⅓ million in rights. (See story page 36.)

★ ★ ★

THOSE are not just idle rumors about Minnesota Mining & Mfg. (Scotch brand tape) shifting agencies. Move from BBDO reportedly in works, with Foote, Cone & Belding one of bidders. Look for action by March 1.

★ ★ ★

NOW THAT Chief Examiner has been appointed by FCC (story page 54) look for full speed ahead on pending hearing cases in tv. Quick box-score shows that of 88 post-freeze hearings, seven are awaiting initial decisions by examiners; 13, final decisions by Commission (some go back almost full year). Total of about 160 tv hearing cases were involved but many became moot through dropouts and mergers, with only two having gone full route—KLZ-TV Denver (ch. 7) and KOIN-TV Portland (ch. 6).

★ ★ ★

NEGOTIATIONS reportedly still are in progress for acquisition of WHBQ-AM-TV Memphis by General Teleradio (Thomas F. O'Neil, chairman of the board and president) for $2.5 million but final papers not yet signed despite contrary reports. Also in negotiation, according to reports, is possible sale of KTYL-AM-TV Mesa (near Phoenix), Ariz., to New York syndicate identified with motion pictures for tv for million-dollar-plus figure.

★ ★ ★

PITCHES still being made for purchase of KLZ-AM-TV Denver (CBS) with several large interests now in broadcasting manifesting current interest. Principals of station, however, assert station is not for sale. Hugh Terry, president and general manager, who recently suffered slight heart seizure, is expected to return to his job on 100% schedule in near future. Price whispered by proposed buyers purportedly in neighborhood of $4 million.

★ ★ ★

TIME INC., which now controls two broadcast operations (KOB-AM-TV Albuquerque and KDYL-AM-TV Salt Lake City) is still looking for additional properties. Wayne Coy, former FCC chairman and now president and part owner with Time in Albuquerque operations, reportedly is quietly appraising acquisition possibilities in his capacity as Time Inc. consultant.

★ ★ ★

TESTIMONIAL dinner for Justin Miller, who retires April 1 as NARTB board chairman and general counsel, definitely scheduled for March 31 at Mayflower Hotel, Washington. Co-chairmen of reception committee are Clair R. McCollough, Steinman Stations, and Robert D. Swezey, WDSU-AM-TV New Orleans, and of dinner committee, F. M. Russell, NBC Washington vice president, and Ben Strouse, WWDC Washington. This group will select toastmaster.

★ ★ ★

NEW APPLICANT for ch. 2 Oakland-San Francisco emerges with formation of new company headed by William D. Pabst, veteran manager of KFRC San Francisco; Ward D. Ingrim, executive vice president of Don Lee, and Harry R. Lubcke, West Coast consulting engineer. Executives would resign present positions and it's understood that General Teleradio (which owns Don Lee) will withdraw long-pending ch. 2 application and figure in new bid through option to acquire 40%. Other ch. 2 applicants are KROW Oakland; Ch. 2 Inc., headed by Stoddard P. Johnston, in which KLX Oakland ownership is interested, and Ed Pauley, oil man.

★ ★ ★

DON S. ELIAS, who retired as president of *Asheville Citizen-Times* and operator of its WWNC with sale of properties last October to Roger C. Peace interests for $2.3 million, has been prevailed upon to rejoin new company (Asheville Citizen-Times Publishing Co.) as vice president, consultant and adviser with full authority. But it's emphasized he will not be on "punch-the-clock" basis.

★ ★ ★

DISTINGUISHED playwright Robert Sherwood's next tv script is finished, but NBC-TV is having trouble finding sponsor. Miller Brewing Co., which underwrote his first television play, failed to take up option on this one. Reason: Play deals with Pontius Pilate, and Miller feared it might antagonize Jews.

IN THIS ISSUE

LEAD STORY

Newspaper publishers association president says radio-tv logs help hold readers. *Page 27.*

NARTB survey shows 87% of radio and tv stations do not pay for newspaper logs. *Page 28.*

ADVERTISERS & AGENCIES

Dorothy Gray cosmetics switches advertising emphasis from newspapers to combination of newspapers and tv. *Page 29.*

FILM

Institutional films supplied to tv stations free now constitute $40 million business. *Page 30.*

FACTS & FIGURES

CBS-sponsored Nielsen survey shows 58% of all U. S. families have tv. *Page 32.*

General Mills leads accounts reported in ABC 1953 radio billings. *Page 34.*

TRADE ASSOCIATIONS

NCAA will try to spread tv football coverage among as many colleges as possible despite restricted schedule. *Page 36.*

NARTB committee issues standards of "juvenile responsibility" for tv stations. *Page 36.*

Sports broadcast problems aired at New York radio-tv executives meeting. *Page 40.*

GOVERNMENT

Sen. Johnson wants Congress to decide whether broadcasters should be charged license fees. *Page 44.*

Storer asks FCC for temporary authority to operate newly-acquired sixth tv station. *Page 48.*

FCC approves nine radio-tv sales. *Page 56.*

NETWORKS

NBC gets *Lux Theatre* on radio and tv. *Page 70.*

PERSONNEL RELATIONS

Showdown meeting due today between networks and American Federation of Musicians. *Page 74.*

MANUFACTURING

RCA says it will modify its post-war tv transmitters to carry color—at no cost. *Page 76.*

FEATURES

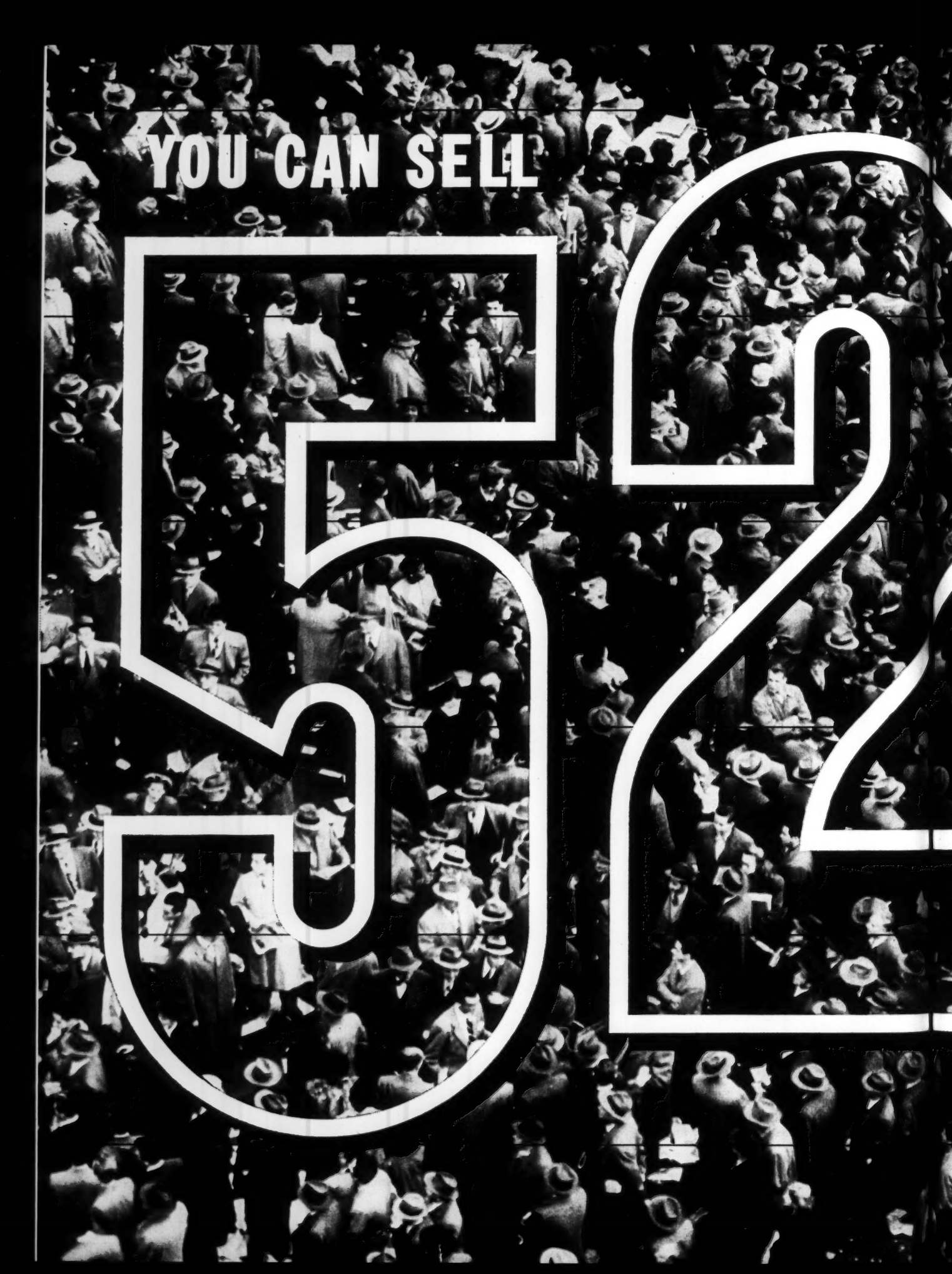
March of Dimes on the air. *Page 86.*

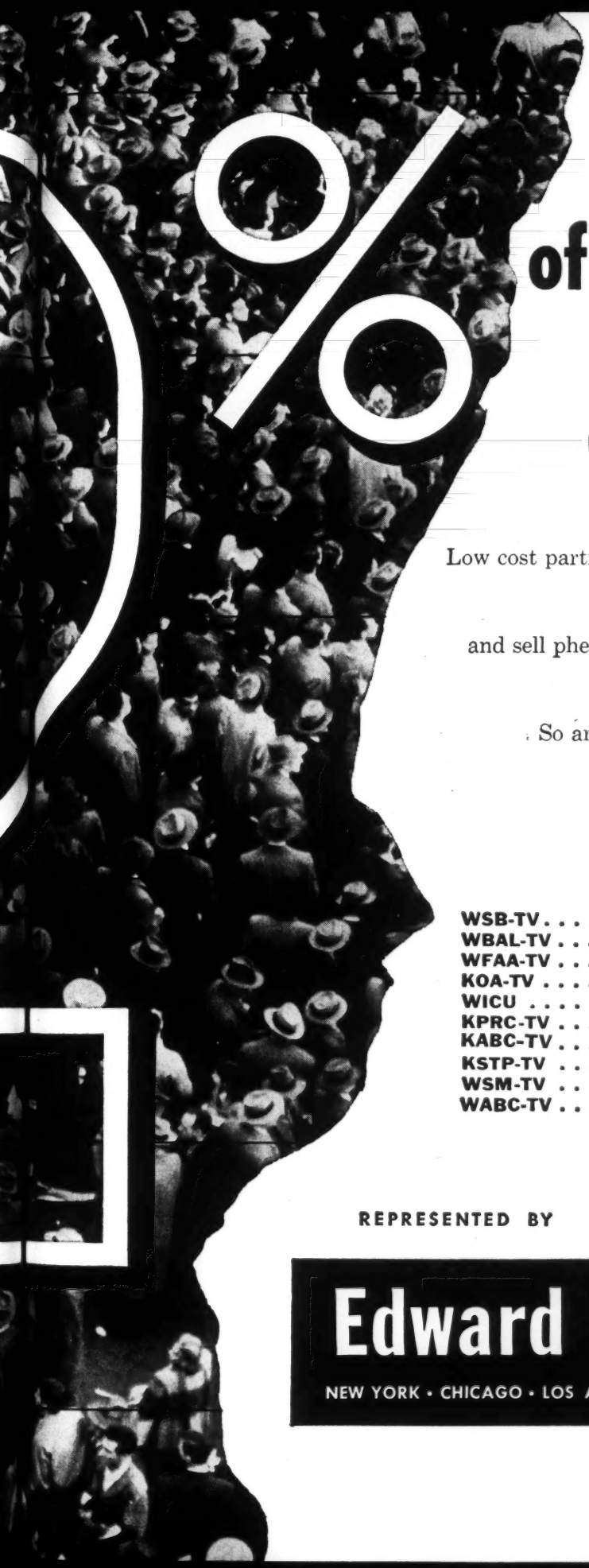
Sales start cooking when this chef goes on the air. *Page 90.*

FOR THE RECORD

Schedule of all tv applications in hearing. *Page 118.*

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 123.*


YOU CAN SELL



% of the TV audience* with an afternoon movie

Low cost participations, one-minute, fifteen minutes or longer segments in feature film matinees can catch and sell phenomenally large TV audiences in these markets. The audiences which they rack up are terrific. So are the sales—for all classifications of advertisers.

* *This is the percentage of total TV homes reached by a TV matinee in one southwestern market. Other such programs do equally well.*

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
KABC-TV . . . . . Los Angeles
KSTP-TV . . . . . Mp'l's.—St. Paul
WSM-TV . . . . . Nashville
WABC-TV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMB-TV . . . . . San Diego
KGO-TV . . . . . San Francisco
KOTV . . . . . Tulsa
KEDD . . . . . Wichita

REPRESENTED BY

Edward Petry & Co., Inc.

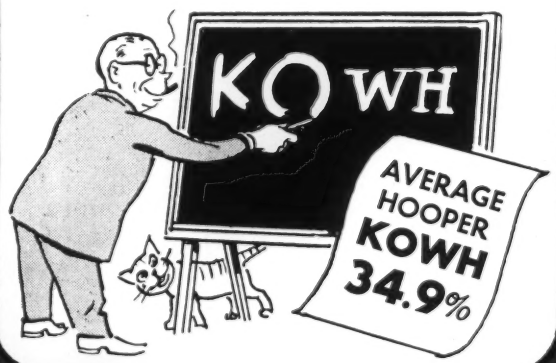
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

In almost any agency,
You'll hear the tale of Hidd & Fee

They handled cigarettes and beers
Until the dough ran out their ears.

And how did they become so big?
(Just look ahead and see the sig.)

For Hoopers high and spot cost low,
Before the "WH", just put "K-O"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- ***Largest total audience of*** **any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, December, 1951, thru December, 1953.)**
- ***Largest share of audience,*** **of any independent station in America! (Dec., 1953.)**

Kowh

OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

New CBS-TV Morning Series, 'Eye-Opener,' Begins March 15

CBS-TV to start major bid for morning video audience March 15 with new *Eye-Opener,* 7-10 a.m. Walter Cronkhite, CBS newsman, will emcee program. News, weather and general information theme will dominate program, to be produced by network's news and special events department with Paul Levitan as executive producer.

Entry into field first exploited by NBC-TV's *Today* is based on collection of ideas worked out by CBS-TV staff executives and will roughly adhere to idea of putting together daily tv newspaper. Nine trial kines have been produced, with sales kine to be produced next week. Program will be live except for such recorded excerpts as newsreel clips.

Only announcements will be sold on nationwide series, with five-minute drop-out every half-hour for local use by affiliates. Baird Puppets and guest stars will appear frequently.

Week of dry runs planned starting March 8. First two hours, 7-9, to be fed to East and Midwest, with 9-10 dropped in East except in New York. Last hour will closely follow 7-8 segment. Last two hours likely to be fed Mountain states and Far West, with possibility hot kines will be used for part of program in those areas.

46,646,000 RADIO HOMES

NUMBER of radio homes in U.S. totaled 46,646,000 as of last Jan. 1, according to Nielsen Radio Index. Figure is 1,890,000 homes above Jan. 1, 1953, and brings 1954 radio home saturation to 98.1%. New figure is based on projection of Nielsen 1952 data on radio saturation to *Sales Management* 1954 estimate of total families, representing increase double that of previous year. Nielsen executives explained figure was partly due to revision in estimating procedure used by U. S. Census Bureau, this portion of gain being 474,000 of 1,890,000 increase.

DuMont to Close KCTY (TV) After Study of 'Problems'

ALLEN B. DuMONT Labs announced Friday that Feb. 28 it would close KCTY (TV) Kansas City, ch. 25 station it bought from Empire Coil Co. at end of 1953 for a dollar in order to keep outlet on air and make first-hand study of problems confronting uhf station operators [B•T, Jan. 11, 4].

"Sound business judgment forces us to the decision," Labs President Allen B. DuMont said in letter which was addressed "to all television broadcasters" and which emphasized that "our action at KCTY is predicated on circumstances applicable to that area" and not necessarily on fundamental limitations on uhf generally. Negotiations for new outlet for DuMont network programs in progress with one of Kansas City's vhf stations."

Dr. DuMont said "extensive and intensive studies of the local problem" led to these conclusions:

"Nearly all viewers of the Kansas City area, with nearly 400,000 vhf receivers, are content with their choice of programs from three vhf stations . . .; programs from all four networks (including DuMont) are received (there) on vhf receivers; nearly all viewers are reluctant to spend additional sums (for uhf conversion); due to the transmitter location . . . outdoor antennas are required to receive (KCTY), and resistance to the use of outdoor antennas appears to be more pronounced than in any other area of which we have knowledge; vhf services which are available to local advertisers to reach large established audiences appear to be in excess of demand for their use; the operation of uhf broadcasting service in Kansas City faces problems of a local nature not common to all other markets; the opportunity for a fair return on money invested to overcome these problems is not present."

Dr. DuMont said his company would continue development, design and production of transmitting equipment for tv stations throughout tv band and reiterated view that ultimate goal of nationwide tv service "can be obtained successfully only through vhf *and* uhf."

FCC SAYS 'OTHER INTERESTS' OF THREE WESTINGHOUSE DIRECTORS VIOLATES RULE

THREE of 20 directors of Westinghouse Electric Corp. have other "minor broadcast interests" which conflict with FCC's new multiple ownership rules, Commission majority ruled Friday in letter to Westinghouse interpreting relationships of directors and subsidiary Westinghouse Broadcasting Co. Latter holds permissible number of am, fm and tv outlets.

Westinghouse solicited interpretation of new rules [B•T, Nov. 30, 1953] in letter to Commission dated Jan. 12. Commission reply, issued Friday, included dissent by Comr. John C. Doerfer and opinion by Comr. Frieda B. Hennock that action should be deferred pending study of other situations which might fall in same category. Comr. Doerfer held view of majority was unreasonable.

Westinghouse Broadcasting operates WPTZ (TV) Philadelphia, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KYW Philadelphia, KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind. Firm seeks vhf ch. 8 at Portland, Ore., and ch. 11 at Pittsburgh.

Westinghouse Electric directors involved are John Hall, John Schiff and Dillon Anderson. Mr. Hall is director-vice president of Harold Traveler Corp., parent of Fidelity Broadcasting Co., owner of Matheson Radio Co., licensee of WHDH Boston and applicant for vhf ch. 5 there. Mr. Schiff is 15% preferred stockholder in Transcontinental Properties Inc., parent of WFTV (TV) Duluth; KETV (TV) Little Rock, Ark.; KCTV (TV) Sioux City, Iowa; WCVS-WICS (TV) Springfield, Ill. Mr. Anderson is director-8% owner of Houston Area Tv Co., having 32% interest in proposed merger for vhf ch. 13 at Houston, Tex., subject of pending initial grant [B•T, Jan. 18].

Messrs. Hall, Schiff and Anderson are not officers or directors of Westinghouse Broadcasting, letter noted, but explained:

We have reviewed the arguments and considerations presented in your letter and have concluded that the multiple ownership rules are applicable to the above described situation. Westinghouse Electric and its wholly owned subsidiary Westinghouse Broadcasting must be considered as being "under common control" for the purpose of these rules: And the ownership and/or positions of the three named directors of Westinghouse Electric in other companies constitutes "interests" within the meaning of these rules.

In his dissent, Comr. Doerfer said:

The interpretation extends a doubtful exercise of rule-making power beyond the pale of administrative law. The purpose of the rule was to limit control and not influence. If the rule itself is valid, the interpretation in the instant proceeding would extend proscription against multiple ownership and control to a minute interest or influence of a stockholder, director or officer. Such a construction was beyond my contemplation at the time the rule was favorably considered. Such construction demonstrates both its unreasonableness and, in my opinion, its invalidity.

MIDGET FOR IKE

PRESIDENT EISENHOWER is owner of new midget transistor-type radio receiver. It was presented to him Friday by Capt. Harry C. Butcher, his wartime Naval Aide, now owner of KIST and chairman of KEYT (TV) Santa Barbara. It's presumed President, in turn, will present receiver to his grandchildren. In making presentation, Capt. Butcher commented: "Everywhere you go, there's radio."

• BUSINESS BRIEFLY

RADIO-TV FOR DULANEY • Dulaney Frozen Foods, New York, through Erwin, Wasey & Co., N. Y., preparing radio and television spot announcement campaign to start March 1 for 52 weeks. Advertiser will use approximately 25 radio and several television stations in North and South Carolina, Georgia, Pennsylvania, and District of Columbia.

CARBOLA ON RADIO • Carbola Chemical Co. (disinfectant paint), Natural Bridge, N. Y., preparing radio schedule of participations in farm programs starting May 1 on about 50 stations. Contracts run from 13 to 20 weeks, depending on market. Ross Roy Inc., N. Y., is agency.

Ketchum, MacLeod & Grove Named by Westinghouse

WESTINGHOUSE Broadcasting Co. has appointed Ketchum, MacLeod & Grove, Pittsburgh, as agency and public relations counsel effective April 1, according to Chris J. Witting, WBC president [CLOSED CIRCUIT, Feb. 8]. Agency contact will be under direction of David E. Partridge, WBC advertising and sales promotion manager.

New program of more aggressive selling to advertisers, as well as to listeners and viewers, being planned, Mr. Witting said.

He said radio stations "will be given the full attention they deserve. The WBC radio policy is well signaled by our raising of Fort Wayne's WOWO from 10 to 50 kw" [B•T, Feb. 8]. WBC now operates five 50 kw outlets plus WBZA Springfield, Mass., 1 kw synchronized satellite of WBZ Boston, plus two tv stations.

4 top participation shows on waga-tv

MEMO FOR MILADY WITH HELEN PARRIS—top rated local women's show, 4:30 to 5:00 Monday through Friday plus an additional 15 minutes Wednesday and Thursday. An informal, chatty show now in its 4th year. If you want to sell to women (and who doesn't?) then here's the gal who can do it!

PERRY'S KITCHEN—a tip-top food and cooking show direct from our fully-equipped kitchen. The South's Mr. Food—Perry, food consultant, culinary expert and master of the skillet—makes this the highest rated participation food show on the air. What a salesman!

TV RANCH WITH JON FARMER—Atlanta's most popular disc jockey teams with the No. 1 Hillbilly Band, Boots Woodall and his Wranglers, to make this the highest rated Monday through Friday variety show on television—1 to 1:30—and a whole hour on Saturday 1 to 2 p.m.

WILD WEST THEATER—the highest rated across-the-board Western-movie show in Atlanta. From 5 to 6 Monday through Friday youngsters and grown-ups alike take to the hills with these pistol-packing shoot 'em boys who shoot up sales for participating sponsors. A corking good buy!

SEEN MORE by more people in the great Atlanta market

NOW 100,000 WATTS

STORER BROADCASTING COMPANY

waga-tv

CHANNEL 5 CBS-TV, ATLANTA, GA.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director,
118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Ave., Chicago

at deadline

Mobile Ch. 5 Initial Decision Issued; Other FCC Actions

SECOND vhf and third commercial television station for Mobile, Ala., appeared in prospect Friday as FCC Examiner H. Gifford Irion issued initial decision recommending grant of vhf ch. 5 to Mobile Television Corp. and proposed denial to WKRG-TV Inc. Already operating: vhf ch. 10 WALA-TV, uhf ch. 48 WKAB-TV.

Examiner found Mobile Television had better prospect of carrying out proposals in view of "studio design, production equipment, staff training, care in preparation, potentiality for expansion and, above all, its capable leadership." Mobile Television includes principals in WDSU-AM-TV New Orleans, Mobile *Press-Register* (WABB). Competitor includes principals in WKRG.

No Willful Intent in Buffalo Found

THERE appears to be no willful intent on part of Niagara Frontier Amusement Corp. to circumvent FCC policy in Buffalo vhf ch. 2 case, Chief of FCC Broadcast Bureau said Friday in proposed findings in hearing to determine if competitive bid of Enterprise Transmission Inc. was filed in good faith. Chief said record does not warrant disqualification of Frontier as licensee. Ch. 2 grant was postponed pending investigation [B•T, Dec. 14, 1953, et seq.].

WKXL Concord Sold

WKXL Concord, N. H., sold by Samuel G. Camman, Henry and Morris Silver for $75,000 to H. Scott Killgore, subject to FCC consent. Mr. Killgore, in radio 20 years, has returned from Far East where he installed six broadcast stations in Indo-China.

WMEV-TV Marion, Va., Surrenders CP

WMEV-TV Marion, Va., surrendered permit for uhf ch. 50 to FCC Friday, citing market presently economically not feasible.

WLS-WENR Merger Application

FORMAL application for consent to merger of WLS and WENR Chicago, share-time stations, filed with FCC Friday [B•T, Feb. 8]. Each will hold 50% in WLS Inc., new merger firm to operate fulltime station as WLS. WENR is owned by American Broadcasting-Paramount Theatres Inc.; WLS, *Prairie Farmer*.

WIP, WIBG Will Broadcast Phillies, Athletics Games

WIP and WIBG Philadelphia will broadcast all games of Philadelphia Phillies and Athletics this season, it was announced Friday. Package of 308 at home and away games, plus 40 preseason exhibitions, was sealed with two Philadelphia stations by N. W. Ayer for co-sponsors Atlantic Refining Co., Chesterfield cigarettes and Valley Forge beer. WIP will carry most home games, and WIBG most of those away. Exhibition game broadcasts scheduled to start March 6 from training camps in Florida. Last year WIBG covered both teams. WIP's director of sports, Jim Leaming, will preview and review each game.

Post-Thaw Tv to Feb. 1

TABULATION by FCC Friday of post-thaw tv up to Feb. 1 showed 1,204 applications filed, 527 grants (45 surrendered), 356 bids subsequently dismissed. Still pending are 321 applications, all but 53 of which are competitive. There were total of 223 tv communities as of Feb. 1, FCC said, with 120 vhf-only, 71 uhf-only, 32 vhf-uhf.

COLOR RATES

AT&T asked FCC Friday to extend experimental color tv rates for 90 days to May 15. This is second extension of experimental rates telephone company has asked; earlier it got 30-day extension to mid-February. Current color rates are same as black-and-white plus additional fees for terminal connections. There has been talk that intercity color rates may be as high as 60% more than straight black-and-white charges [CLOSED CIRCUIT, Jan. 18].

CBS Radio Reassures Affiliates on Lever Switch

CBS RADIO assured affiliates Friday by closed circuit that time being vacated this fall by Lever Bros.' switch of *Lux Radio Theatre* to NBC (see story page 70) will be filled by "high-budget and outstanding one-hour-long feature, probably to be called *Hollywood Radio Theatre*, for which network expects to sign sponsor in meantime.

Eric Salline, of CBS Radio sales service, also pointed out to affiliates that Lever Bros.' renewal of *Lux Radio Theatre* carries it on CBS Radio to June 28 and that Lever has option to renew to Sept. 27, so that it may terminate on either of those dates. "We understand," Mr. Salline was reported to have said, "that NBC agreed to preempt its current advertisers on its television network to clear time for Lever Bros. television hour provided Lux radio switched also. Thus this decision by Lever Bros. in no way reflects on CBS Radio Network."

Mr. Salline said CBS Radio's projected program for Mondays at 9-10 p.m. would feature "top star performers and outstanding stories," and that details would be announced later.

NARTB Membership Drive

NARTB will start nationwide membership drive Feb. 17, to run until Chicago convention week of May 23. Each district director will name committee. At state level campaign will be directed by one tv and two radio broadcasters. William K. Treynor, manager of station relations, will supply kits to campaigners. NARTB effective March 1 will move its West Coast office from San Francisco to 6087 Sunset Blvd., Hollywood 28, phone Hollywood 4-8311.

UPCOMING

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 16: National Assn. of Tv & Radio Farm Directors, agricultural conference, LaSalle Hotel, Chicago.

Feb. 16-18: Radio - Electronics - Tv Mfrs. Assn., winter conference, Roosevelt Hotel, New York.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

For other Upcomings see page 129.

PEOPLE

SAMUEL L. FREY appointed media director of Colgate-Palmolive Co. He formerly was vice president and media director of Doherty, Clifford, Steers & Shenfield, N. Y.

PERRY SCHOFIELD, former executive vice president and creative director of Joseph Katz Co., N. Y., appointed vice president and copy group head at Lennen & Newell, N. Y., effective immediately.

VINCENT DE LUCA, timebuyer, Hilton & Riggio, and **PETER BARDACH,** timebuyer, Dancer-Fitzgerald-Sample, to join Foote, Cone & Belding, N. Y., in similar capacities.

HAROLD W. WADDELL has been appointed sales manager, WTAM Cleveland, Ohio, it was announced by William N. Davidson, assistant general manager and director of sales of NBC-owned stations in Cleveland.

JOHN McGINNIS, WARREN BELANGER and **FRANK MUNGER,** formerly of *Bangor* (Me.) *Commercial*, have joined sales staff of WGUY-AM-FM Bangor.

MILTON E. OLIN, divisional sales manager of United Artists Television, N. Y., and previously production assistant with World Broadcasting System, N. Y., to WABC-TV New York as account executive.

ERNEST LEE JAHNCKE JR., vice president and assistant to president of ABC, elected to board of BMI as replacement for Ray Diaz, national program director for ABC Radio, who resigned BMI directorate with explanation that his duties are in radio exclusively and that he felt his company's representative should be in both radio and tv.

BARBARA B. WHIGHAM, formerly with advertising department of *Houston Post* and Erle Baker Adv., Chicago, appointed sales promotion director of WJHP-AM-TV Jacksonville, Fla.

HERBERT J. MILLER to staff of Ross Roy Inc., N. Y., handling RCA Victor custom record account. He formerly headed Walter Scott Adv. agency.

BOYD W. LAWLOR, formerly account executive at WENR Chicago and previously assistant general manager at WLOL Minneapolis, appointed Chicago office manager of William G. Rambeau Co., station representative firm.

LILIAN ARNOLD, for past seven and a half years casting associate with Lucille Phillips, N. Y., dramatic agent, has resigned to enter television field as casting consultant.

Sterling to Talk on Hi-Fi

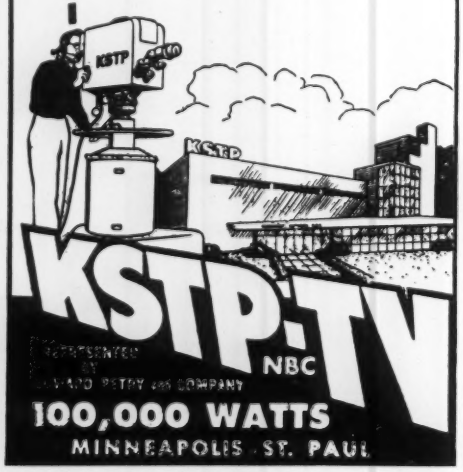
FCC COMR. George E. Sterling to give keynote address March 6 at Washington Hi-Fi Fair, speaking on role of high-fidelity techniques in broadcasting. Fair will be held at Harrington Hotel, Washington, March 5-7. Comr. Sterling's address to be made available to networks.

50 Kw RCA Transmitter

RCA was due to ship its first 50 kw vhf transmitter Saturday to share-time ch. 11 tv stations WMIN-TV and WTCN-TV Minneapolis-St. Paul. Gear was due to arrive in Twin Cities tomorrow (Tuesday) and upon installation will give stations maximum 316 kw radiated power. RCA also said driver equipment for nine other 50 kw vhf installations has been installed, with deliveries of rest of gear scheduled for coming weeks.

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of any Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.



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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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United Press Movietone News

supplies news film

to more television stations

than all other services combined.

in four weeks the second highest r

FIRST WEEK **7.6** SECOND WEEK **9.1** THIRD WEEK **10.0**

On January 4th THE PINKY LEE SHOW made its debut in the 5:15 to 5:30 p. m., EST, time spot on NBC Television. Four weeks later it had increased its rating 71% to a 13.0 Trendex with a 45.8% share of audience. *It is the fastest growing show in television.*

st rated daytime TV show — TRENDEX*

FOURTH WEEK 13.0

THE PINKY LEE SHOW began as a fifteen minute show, but because of its promise, it was expanded in its third week to thirty minutes—from 5:00 to 5:30.

Here's what THE PINKY LEE SHOW offers you as an advertiser:

An estimated 3¼ million viewing homes with an audience breakdown of over 2¼ million adults and over 5 million children. In other words, a *big* audience.

THE PINKY LEE SHOW has four one-minute participations available for each broadcast. You may buy one or as many as you want. The low participation price is approximately $6,000 gross time and talent (depending on station lineup). With THE PINKY LEE SHOW's big audience, your cost per thousand per commercial minute will be about $1.88. This is certainly one of the best buys you can make in daytime television. For additional details call your NBC representative.

**NBC television*

a service of Radio Corporation of America

**The first is Howdy Doody, Pinky Lee's following adjacency. Source: Trendex, January 4-29, 1954*

THERE ARE VALUES IN UHF

In our opinion, pessimism over the long term outlook for UHF television is greatly exaggerated.

Stations strategically placed market-wise are being judged on the basis of only a few months' experience. The anguished cries of now prosperous VHF operators in 1948, 1949 and even 1950 seem to have been forgotten entirely.

Technical problems can not be considered to be of major importance, and those which do exist are certainly not insuperable. Manufacturers will be delivering adequate and improved equipment over a period of time, short in relation to the long term picture.

Your attention is called to the February 1 Broadcasting-Telecasting Magazine editorial "Programming Counts." The audience will find good programming whether it is developed by a major network or by local ingenuity, and is not concerned by what technical facilities it is delivered. By the same token, the networks will seek stations with the audience.

We are in touch with a number of outstanding UHF properties in major markets so situated as to insure network facilities, high acceleration of conversion and competitive equality.

We invite inquiries from intelligent and discriminating investors with a little more than average courage.

R. C. CRISLER & Co.

RADIO—TELEVISION—NEWSPAPER BROKERS

RICHARD C. CRISLER
1109 UNION TRUST BLDG.
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Tel. Dunbar 7775

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20 CHURCH STREET,
GREENWICH, CONN.
Greenwich 8-6692
Tel. N. Y. Murray Hill 8-3330

OPEN MIKE

Interested

EDITOR:

. . . I know I speak for everyone in the radio department at Procter & Gamble when I say how interesting we have found BROADCASTING • TELECASTING . . .

H. E. Whiting, Media Director
The Procter & Gamble Co. of Canada, Ltd.
Toronto

Something Different

EDITOR:

Why not brighten up the book one week by giving this a little special play.

Gets tiresome always looking at broadcaster,

advertiser and agency mugs.

Richard E. Jones, Pres.
KXLY-TV Spokane, Wash.

[EDITOR'S NOTE: Mr. Jones' candidate for the relief of tedium is Connie Oldershaw, "Miss Spokane of 1953" and now KXLY-TV's "Weather Girl."]

Semantics

EDITOR:

I want to thank you, and your associates, for the excellent treatment you gave our release on page 36 of Feb. 1 B•T.

The omission of one word which we inserted with care can serve to misinform your readers regarding the true significance of one point we made. We said, *"Individual* network stations are as well off as five years ago because of less competition from other network stations, etc." With the word "individual" missing from the story, the cause, "less competition," and the effect, "as well off," would appear to be mutually exclusive.

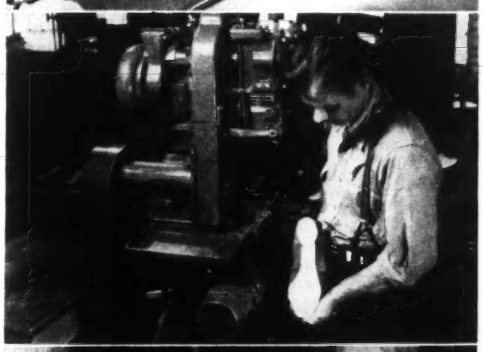
C. E. Hooper
C. E. Hooper Inc., New York

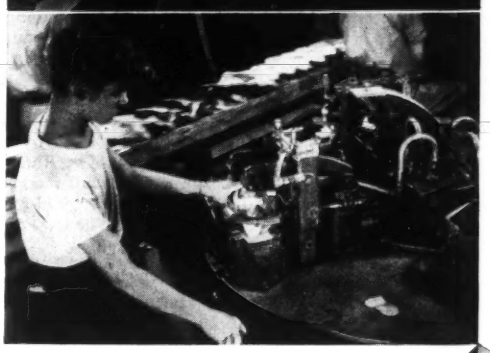
Reaction in Tucson

EDITOR:

. . . Thanks for the very fine coverage you gave our I.D. collection. Incidentally, this has started a good competitive reaction, and the various artists in Tucson are vying with each other to turn out more and better I.D.'s for both stations.

E. P. H. James
KVOA-AM-TV Tucson





DO YOU LIKE MONEY?

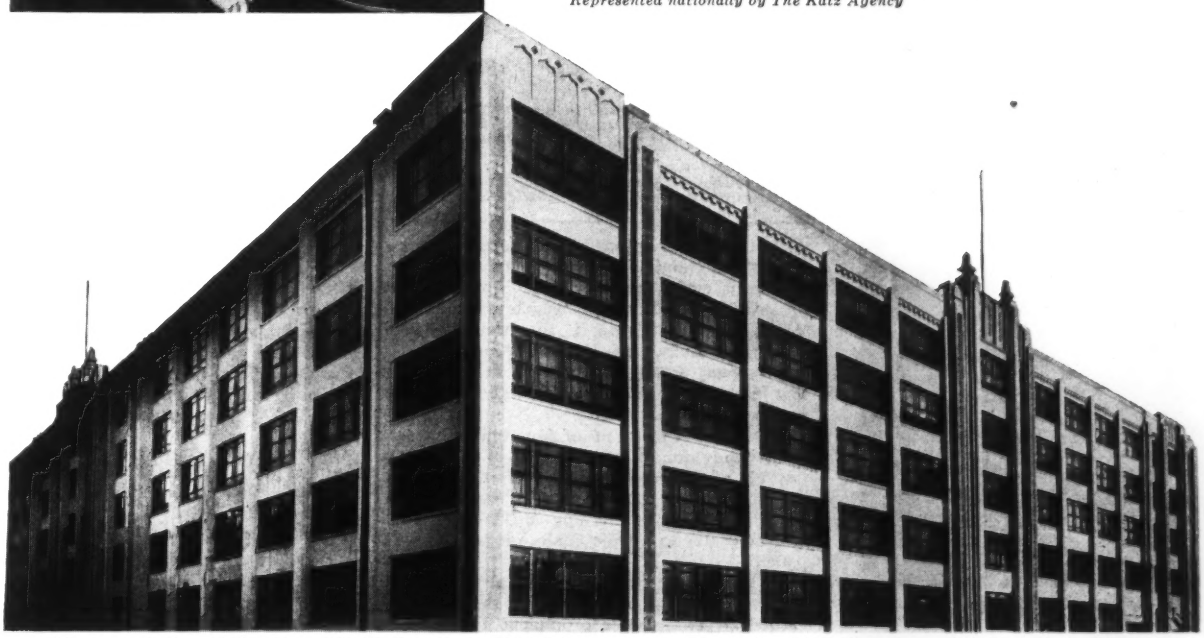
So do people here in this industrial center of America—a five-state area of 114 bountiful counties blanketed day-&-night by powerful WSAZ-TV.

Many things are made in the thousands of plants, big and small, located all across this rich region... steel and shoes, rubber goods, railway cars, and almost everything else needful you can name. But the one universal product of all this activity is a prodigious payroll that helps give people of this vast market over *four billion dollars* a year to spend.

If you (along with them) like money, there's no more efficient way to tap your share than via WSAZ-TV—only television station serving this whole area. WSAZ-TV is helping more advertisers than ever make more money than ever in this industrial heart of the nation. Any Katz office has the profitable facts for you.

T E L E V I S I O N

Huntington-Charleston, West Virginia
Channel 3—100,000 watts ERP—NBC-CBS-DuMont-ABC
Affiliated with Radio Station WSAZ.
Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency



Representative of the diversified industry in WSAZ-TV's area is The Selby Shoe Company of Portsmouth, Ohio, manufacturer of many of the best-known brands of women's footwear since 1877.

ONE . . .
and only ONE television station effectively covers CHARLESTON, West Virginia!
WKNA-TV
Charleston's OWN Television Station

No matter how you try, you can't cover West Virginia's first market with any television but Charleston's OWN station! Only WKNA-TV has the "power" to do it . . . with strong signal, three network tie-ins and choice local programming "slanted" to and for the Charleston market. Get the facts today on how easy it is for you to share in over $620,000,000 a year this market has to spend.
*Based on actual survey made by a leading radio engineering firm. (name sent on request)
WKNA-TV
the personality station

Programming from the ABC • DUMONT and CBS TELEVISION NETWORKS
Joe L. Smith, Jr. Incorporated
Represented nationally by WEED TELEVISION
MEMO to Smart Radio Time Buyers
Ask WEED & Co. about West Virginia's "Personality Package"
WKNA • WJLS

ASK WASHINGTON

Network: NBC-TV
Time: Monday-Friday, 11:30-12 noon EST
Moderator: Holly Wright
Panelists (Feb. 8): Earl Godwin, Esther Van Wagoner Tufty, David Brinkley
Program Supervisor: Julian Goodman
Director: Robert Doyle
Origination: WNBW (TV) Washington

A FAIRLY informative panel telecast titled *Ask Washington* has returned to NBC-TV. The show, featuring the network's top Washington news analysts on a rotating basis, was originally programmed to answer the flood of questions which poured into NBC's Washington headquarters during the last national election. It is now a telecast dealing with a wider range of subjects. The three newsmen appearing on the panel each day are asked by viewers to explain anything from the recent rise in coffee prices in the U. S. to the strength of the Communist Party in Italy.

The half-hour program is done in two separate segments presumably to suit the schedules of affiliated stations wishing to carry only 15 minutes of the show. Holly Wright is permanent moderator. Last Monday, Earl Godwin, Esther Van Wagoner Tufty and David Brinkley comprised the panel. That particular show provided a good cross-section of the pitfalls that news commentators answering queries from the public may encounter.

When trouble arises the blame can seldom be traced to the participants. It generally lies in the question being asked or in the way it is phrased. Shortness of time imposes too great a limitation on the newsmen to adequately treat, for example, the differences between the Democratic and the Republican parties. The show hits its stride when questions deal with facts rather than ideologies. Then specific answers can be given. The result is far more satisfying. It would pay NBC to give a little more thought to the questions selected for use on the show.

Otherwise, *Ask Washington* is quite acceptable. It is given an informal kind of production well suited for mid-morning programming.

JUNIOR PRESS CONFERENCE

Network: ABC-TV
Time: Monday, 9:00-9:30 p.m. EST
Moderator-Producer: Ruth Geri Hagy
Guest (2/8/54): Sen. Henry M. Jackson (D-Wash.)
Director: Lew Klein
Announcer: Sheldon Gross
Origination: WFIL-TV Philadelphia

A STUDENT version of the news interview type of programming called *Junior Press Conference* is being presented each Monday night on ABC-TV. The show, which originates at WFIL-TV Philadelphia, is the brain child of moderator Ruth Geri Hagy, a youngish looking women of 42, who believes in the theory that out of the mouths of college kids come pretty wonderous things

Her panel is made up of four university students. Only one of the panelists—a co-ed from the U. of Pennsylvania—is permanent. The other three change from week to week. So far the higher halls of learning in 38 states have sent delegates to fill the chairs on Mrs. Hagy's panel.

To prompt the young folk to really unburden their souls along political lines she has succeeded in getting some prominent figures from government, business and the military to appear as guests on her show and subject themselves to the queries of the academic set. Last Monday, Sen. Henry M. Jackson of Washington, a member of Sen. Joseph R. McCarthy's Senate Investigating Committee, and the student participants ran the discussion gamut from Mr. McCarthy and his committee to the current business recession in the U. S.

To eliminate any needless observation on format, it will be sufficient to say that Mrs. Hagy must be a die-hard fan of *Meet the Press* because *Junior Press Conference* is a knicker and bobby sox adaptation of the latter production.

The notion behind *Junior Press Conference* has its merit. It seems there ought to be a place on tv for young people to express their views on issues that concern them. And Mrs. Hagy must be commended on her ability to attract "name" people whose experiences put them in a position to tell these students what they want to know. The results that she achieves, however, are only moderately successful. The show is too well prepared, too obviously rehearsed to retain any sort of extemporaneous quality.

* * *

BOOKS

ALL ABOUT RADIO AND TELEVISION, by Jack Gould. Illustrated by Bette J. Davis. Random House, New York. 143 pp. $1.95.

THIS is a book for youngsters, 9 to 12, but should prove helpful to others with a limited knowledge of electronics technology. Mr. Gould, *New York Times* radio-tv editor, writes simply and covers many areas of radio and television, as may be evident by a few chapter titles: "Making a Wave," "Changing a Picture Into Electricity," "Electronics Merry-Go-Round," "The Vacuum Tube, "Why We Have Television Networks" and "Why Radio Can Go Around the World." The adult reader may become a trifle disconcerted by Mr. Gould's simplicity of approach, but he can profit from the information in these pages.

KEYS TO SUCCESSFUL INTERVIEWING, by Stewart Harral. The Northwestern Press, 315 Fifth Ave. South, Minneapolis 15, Minn. 223 pp. $2.75.

THE author, director of public relations studies and professor of journalism at U. of Oklahoma, has collected information on tested techniques and strategies used by some of the country's best newsmen. Book deals with various types of individuals and situations the average newsman faces.

PARKER'S TELEVISION PLAYS, by Ken Parker. The Northwestern Press, 315 Fifth Ave. South, Minneapolis 15, Minn. 245 pp. $2.75.

EIGHT new and original scripts are presented by Mr. Parker, winner of the Johns Hopkins Television Award. Book also includes a chapter on tv production problems by Joseph Carleton Beal, president of Beal Television Agency and former production manager of WDSU-TV New Orleans.

TELEVISION—A WORLD SURVEY, compiled by UNESCO. Columbia University Press, 2960 Broadway, New York 27, 184 pp. $1.75.

THIS STUDY features a country-by-country survey, describing television developments on all continents. Detailed information for each country is given including: history of tv there, structure and form of organization, source of revenue, technical facilities available or planned for the future, programming, reception, number and characteristics of transmitters, and other subjects such as color tv and training of new personnel.

TO: *GM's and Chief Engineers of Tv Stations, Actual or Planned*

Where Are Your Qualified TV Studio Technicians Coming From?

☐ *Other stations? This is expensive.*

☐ *Thin air? The FCC frowns on this.*

☐ *Train your own? This is where CREI can help.*

CREI now offers for home study its newest course, *Tv Studio Operations.* Prepared at the suggestion of a major network executive with the cooperation of all four networks, the course will help you train studio personnel, help you meet the regulatory requirements for qualified personnel, help you make your operations run more smoothly if you're already on the air or help you avoid many costly mistakes if you're not on the air yet. The course is so current that it even contains two lessons on the approved color system. It is non-mathematical but *not* non-technical. It is prepared for broadcast engineers and technicians who must prepare for tv operations. It doesn't talk down; it doesn't try to make design—or maintenance—engineers out of them. We even have a few technically-minded program directors enrolled. It has been field-tested for more than a year.

Tv Studio Operations is backed by CREI's 27 years of technical teaching experience, by 15 years of experience with our own tv facilities, by engineering leaders in the industry. For complete details—course outlines and costs—please send this coupon.

• *Inquiries from individuals are also invited.*

Capital Radio Engineering Institute

3224 SIXTEENTH STREET, N.W., WASHINGTON 10, D. C.

☐ Send details of *Tv Studio Operations* course
☐ Tell about group training plan

Name .....

Affiliation ..... Title .....

Street .....

City ..... Zone ..... State .....

LET ME QUALIFY myself and CREI. We have been in business since 1927, training radio electronic engineers and technicians. During World War II the Armed Services used more than 300,000 CREI texts in all parts of the world, and used our residence facilities to train more than 5,000 technicians. Thousands of broadcast station engineers all over the country have used CREI training; you probably have such men on your staff right now. Many leading industrial organizations in the Tv - Radio - Electronics field use CREI group training for their own technicians; among them are Canadian Broadcasting Corp., CBS, Hoffman Radio Corp., Machlett Labs., Glenn L. Martin Co., Magnavox, Pan American Airways, RCA Victor Division, United Air Lines, and others. CREI maintains a Residence School in Washington, D. C.; its home study courses go all over the world. We are accredited by the Engineers' Council for Professional Development and approved by the National Council of Technical Schools.

IN 1937 I requested permission of a top NBC engineer to spend time with their crew installing the first commercial-type tv equipment in New York. He countered with a suggestion that I buy an iconoscope. CREI bought two of the earliest ones released by RCA; by 1940, with RCA cooperation, our own studio was in operation. Our latest image-orthicon equipment has been kept right up to date. At the IRE convention in 1952 the same engineer asked if we had a really practical tv studio operations course. He said, "If you can only teach those fellows to walk across a studio without tripping over cables, you'll be doing something for the whole industry!" We can.

AL PREISMAN, our Engineering Vice-President, wrote the course. Fellow of the IRE, patent consultant, and a top educator, for the last 18 months Al has almost lived in tv studios of the four big networks, and in our local stations, which have been most cooperative. Every text he has turned out has been carefully checked by leading engineers and producers of tv programs. The course is practical, authoritative and up-to-date, even covering color.

E. H. Rietzke
President

Byrne's gone!

It happened on a recent moody Monday morning.

The flash came through JEPCO's Minneapolis office.

"Byrne's gone!"

Ordinarily that'd mean nothing much to the average radio or tv station representative. But to JEPCO it did. After all, Byrne was *only* the local station manager in Capitol City who went East to work for a bigger station. So what.

So what? It wasn't *that* casual to JEPCO. Because, you see, JEPCO's a very unique kind of radio and tv station representative.

JEPCO and its people are as close to radio and tv timebuying as a plow is to the plain.

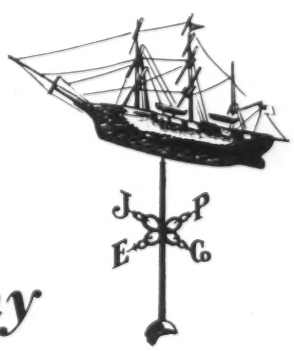
JEPCO and its people know, from years of experience in advising, working for and selling with numerous stations throughout the United States that station management *is* the station.

The Byrnes of radio and tv station management are the men and women who can clasp a friendly hand with local retailers, wholesalers and manufacturers; people whose appearances are asked for eagerly by Chambers of Commerce, Ladies Leagues and PTA groups . . . *People who get the goods off the shelves!*

The Byrnes are good people for you to know for the greater sale and acceptance of your own or your client's product or service, whether locally or nationally. And JEPCO and its people know the "Byrnes" intimately—in communities small and large—from coast to coast; the people who are the bedrock of good, lasting salesmanship.

Want JEPCO to introduce you to the "Byrnes" of radio and tv?

P. S. Jim Byrne says he'll be in touch with us from that "bigger" station. He knows a representative who sells *the so-called "hard-to-sell." That's us—JEPCO. . . . It knows how the wind blows!*



John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

COME 'N GET IT
WHILE IT'S
HOT

A 5 course spread of

Ratings
to whet the appetite
Talent *very rare*
Promotions *well done*
Merchandising
with all the trimmings
Sales *on ice.*

MIKE ROY, chef de TV, moves into the KNBH kitchen at 1:30 p.m. Monday through Friday starting February 22nd.

For reservations on Mike Roy's "Key to the Kitchen"... contact KNBH, Hollywood or NBC SPOT SALES.

our respects

to MAX MANUEL LEON

MAX MANUEL LEON, owner and president of WDAS Philadelphia, probably has done more to promote good music in Philadelphia than any other person. He has made WDAS known to music lovers in Philadelphia as the station of classical music, symphonies and operas.

Mr. Leon has received national recognition as the founder and director of the Philadelphia Pops Orchestra, composed of 70 musicians of the famous Philadelphia Orchestra. The group gives concerts in light classical music at the Philadelphia Academy of Music. The Pops Orchestra has also given many benefit concerts at Veterans Hospitals and service organizations.

Max Leon was born in Chelem, a small town in Poland, on Oct. 10, 1904. He loved music almost from the first. His parents could not afford to pay for music lessons, so Max made his own violin and taught himself how to play. In 1922, at the age of eighteen, he came to the U. S. He started working in a candy factory in Philadelphia, and in three years he was the manager. A few years later he became the owner. Mr. Leon still owns the successful candy business, the Whole-Sum Candy Co.

WDAS Goes Musical

In 1950, motivated by his desire to give Philadelphia a larger variety of good musical programs, Mr. Leon purchased station WDAS from William Goldman. He immediately scheduled many excellent classical programs for the station, among them *One Hour With Eugene Ormandy*, a two-hour opera every week, *The Hour of Nocturne*, and his own musical programs for which he writes the script and does the commentary.

In 1951 Mr. Leon found the former facilities of WDAS inadequate, so he moved the station to its present location at Second and Arch Streets. The building is located in the historic section of Philadelphia, near the Betsy Ross House. The new building occupies 10,000 square feet, and has $60,000 in new recording equipment.

In 1953 Mr. Leon applied to the FCC for increased power from 250 w on 1400 kc to 1 kw on 1480 kc. He expects a grant soon.

Among the station's plans for the future is a free concert every Sunday for the music lovers of Philadelphia, featuring the Pops Orchestra. The concerts will be held at a large theatre and will be broadcast on WDAS at the same time.

Since Mr. Leon purchased the station four years ago, WDAS has increased its business by 35%, and its personnel has been increased to 40. The foreign language programs have been expanded and now include Polish, Spanish and Jewish, and there are also special Negro programs. Mr. Leon's son-in-law, Robert Allan Klein, is the general manager of the station and administers the business and merchandising departments.

National Accounts

Among the station's national accounts are Camel cigarettes, Bold cigars, Lydia Pinkham, Gretz Beer, Quaker Oats, Gibson Wine, Stanback, Maxwell House coffee, Manischewitz wine, Schmidts beer, Oakite Cleaner, Wildroot, Swanee Paper Napkin and Sulfur 8.

Mr. Leon believes that radio will always hold its own. He states: "Radio will always be synonymous with music because one can listen to good musical programs and at the same time read a book, study or do household chores. Radio can successfully broadcast recorded musical programs, whereas television must produce live shows to command attention. This makes sponsorship of music on television very expensive and out of reach for the average local sponsor. And last but not least, we must not overlook some 40 million automobile drivers who depend entirely on their radio for entertainment while motoring to the office, or driving on an extended trip. I therefore firmly believe that radio is and will continue to produce more listeners per dollar than any other advertising medium."

Every member of Mr. Leon's family shares his love and enthusiasm for music. His wife, the former Minnie Troop, plays the piano. His daughter Sonia, 24 (Mrs. Robert Klein), a soprano, has appeared with the Philadelphia Civic Grand Opera Company and the LaScala Opera Company. Mr. Leon's daughter Ruth, 22, is a pianist and a ballet dancer, and his son Stephen, 11, plays the clarinet in the school orchestra. Mr. Leon also plays the clarinet and saxophone as well as the violin.

Mr. Leon is a member of the Poor Richard Club, the City Business Club and the Shriners. He makes his home in Overbrook in suburban Philadelphia.

you can buy

top D.J. participation

for as low as

49¢ per thousand*

on

am fm

for prices
and packages
call now

N. Y.
BArclay 7-3260
N. J.
MItchell 2-6400

1020 Broad Street, Newark, N. J.

*based on N.Y. Pulse-December-52 week contract

National Representatives **WEED** and **Co.**

Top tower plus Top power for WMCT

1088 ft. tower . . . full 100,000 watts

WMCT is now operating from one of America's tallest towers at 100,000 watts on preferred "low band" Channel 5. This is maximum power permitted for stations operating on Channels 2 through 6.

100% increase in coverage

This represents 100% or more increase in coverage. Now WMCT's "fringe area" increases from the 65 mile mark to an approximate 135 mile radius of Memphis. That increase in coverage is important in terms of buying power and population: WMCT now reaches an *additional* area representing

- *a billion plus* market in dollars
- *a million plus* in people

Add that to WMCT's coverage area of high grade primary service . . . the heart of Memphis' 2-billion dollar market . . . it's definite that

MORE PEOPLE SEE AND HEAR YOUR MESSAGE BETTER ON

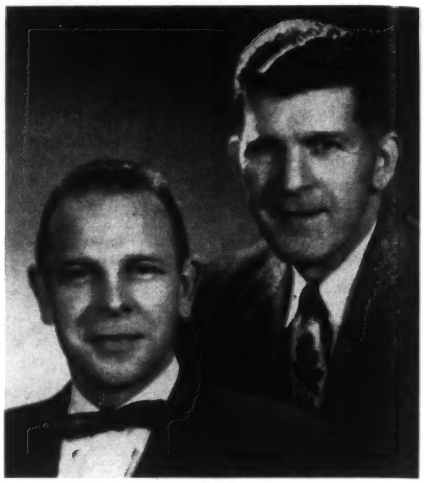
WMCT

CHANNEL 5 • MEMPHIS

NOW 100,000 WATTS

Memphis' first TV Station
WMC WMCF WMCT
National Representatives
The Branham Company

NBC-TV-BASIC
Also affiliated with ABC and DuMONT
Owned and Operated by
The Commercial Appeal



Robert A. (l) & John E. Keene

on all accounts

RADIO has been the backbone of some of the most successful retail advertising in the Pacific Northwest placed by Bob and Jack Keene, known to the trade as Keene & Keene, Seattle advertising agency.

Robert Arnold and John Ernest Keene are brothers. Both were born in Seattle (Bob on Sept. 25, 1909, Jack on May 19, 1914), both were educated locally and graduated from the U. of Washington with degrees in journalism (Bob in 1931, Jack 1936).

From 1931 to '36, Bob was Seattle manager for several trade journals published in San Francisco, and during the next seven years he was president of a printing company in Seattle. In the three years 1943-46, he was publisher of the *Washington Parent-Teacher*.

From 1936 to '39, Jack worked for Sharp & Bedbury, Seattle ad agency. He later was in the retail advertising department of Sears, Roebuck & Co. and early in the war, with the U. S. Office of Censorship. He was in the Air Corps from 1943 until 1946.

Keene & Keene opened its doors Feb. 1, 1946.

The brothers admit an unorthodox approach to radio. Their advice to limited-budget clients: "If you aren't rich, be different."

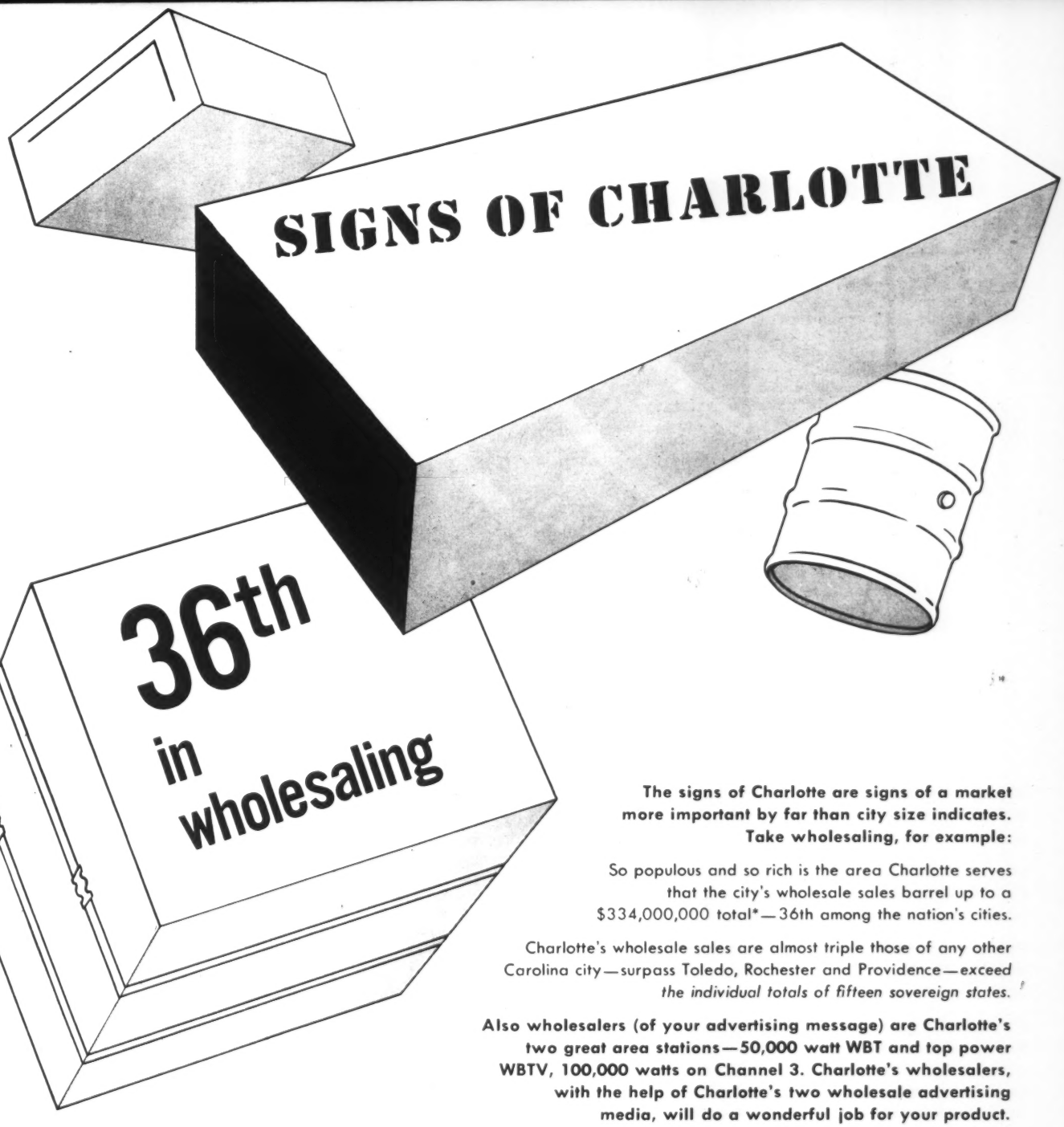
So clients find themselves voicing their own commercials. Or, at a time when most auto dealers seem to be using singing commercials, the Keenes' Ford dealer client, Smith-Gandy, is on the air with "sincere announcements . . . the straightforward, confidential approach."

"Frankly," says Bob Keene, "if the other dealers were using straight copy, Smith-Gandy would probably be on with gimmick spots. There is no constant in the advertising business. Once you've developed a formula, you're wrong!"

But Keene & Keene has one formula used with some regularity: an advertiser with limited funds must fight for the customer's attention. One inch in a newspaper competes with full pages and color spreads. But one minute on the air can hold the attention just as firmly as the biggest competitor's minute. So a good many Keene & Keene accounts find substantial percentages of their budget in radio.

Bob Keene married the former Alice Salisbury in 1935. They have two sons, 17 and 8, and a daughter, 13. Bob describes his hobbies as puttering around the house, light opera and Cub Scouting.

Jack Keene and his wife, the former Marilyn Ellis, were married in 1940 and have two girls, 6 and 4. He combines his interests in sports and statistics by keeping records for the U. of Washington's football and basketball teams.



The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a $334,000,000 total*—36th among the nation's cities.

Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—*exceed the individual totals of fifteen sovereign states.*

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

*"Merchant Wholesalers" only—Sales Management, 1953

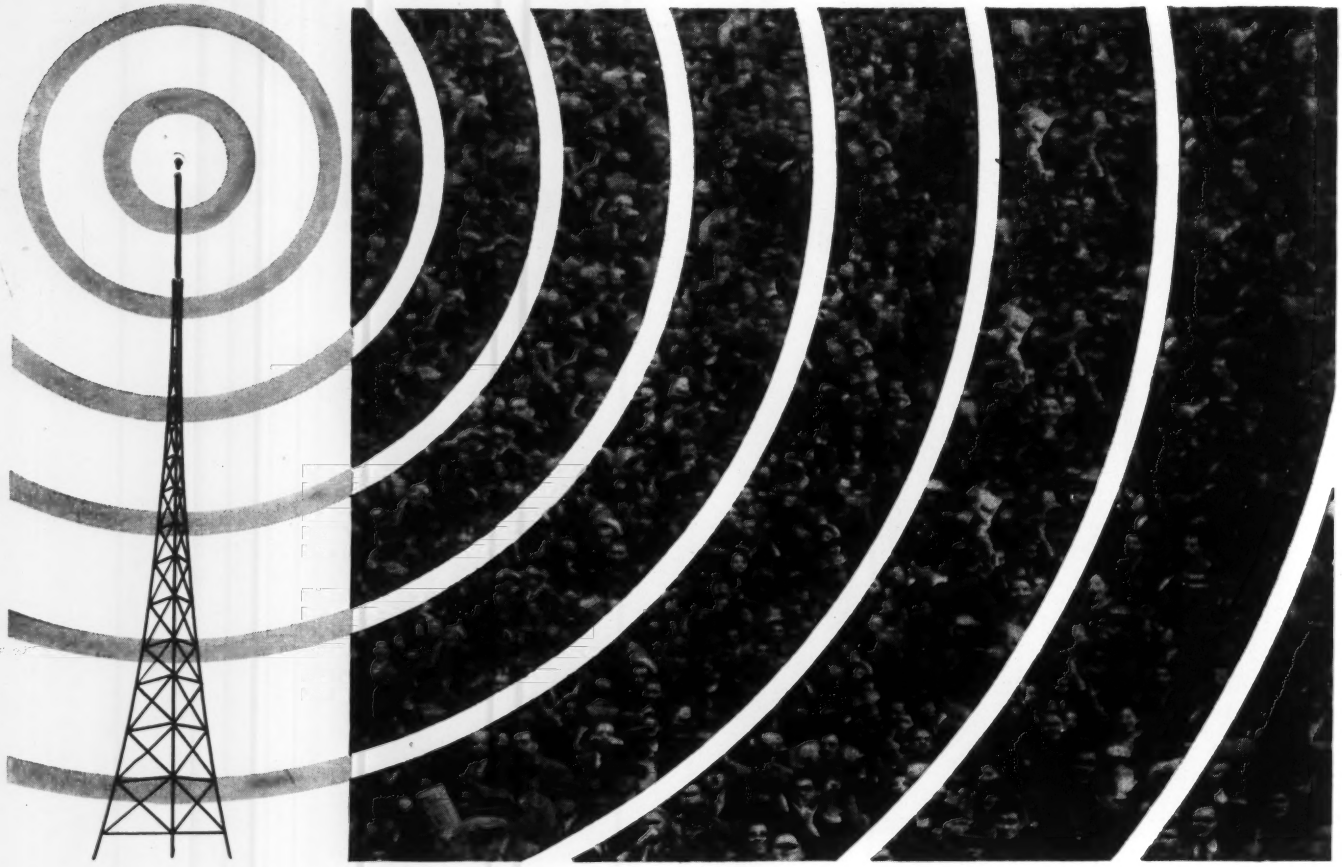
Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.

The Radio-TV Services of the Jefferson Standard Life Insurance Company



KWKH reaches 22.3% more people than all other Shreveport stations combined!

More people listen regularly to KWKH than to all other Shreveport stations put together.

In fact, KWKH delivers a 22.3% bigger Average Daily Audience than all other Shreveport stations combined—*yet costs 44.2% less than that four-station competitive group!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Ask your Branham representative for the whole KWKH story.

AVERAGE DAILY LISTENERS

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio • SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

February 15, 1954 Vol. 46, No. 7

ANPA HEAD BELIEVES LOGS HELP TO HOLD SUBSCRIBERS

A BREAK in the historic stand of many newspapers against use of radio-tv logs in news columns came over the weekend.

It came in the form of a statement by the president of American Newspaper Publishers Assn. that the nation's newspapers, facing unprecedented competition, must have readers and radio-tv can help get them (see story following).

George C. Biggers, president of ANPA and of Atlanta Newspapers Inc. (*Journal, Constitution* and WSB-AM-TV), made the statement at Columbia, S. C.

His statement came shortly after NARTB had found in a national survey that only 13% of radio-tv stations are paying for publication of logs (including time-space deals) while 14% are refusing to meet newspaper demands for advertising rates (see story next page).

It came, too, scarcely a fortnight after the two newspapers in Nashville had stopped running radio-tv logs because (1) they classified them as advertising and (2) the Nashville radio-tv stations are using other means of providing the public with printed logs.

Mr. Biggers' epochal statement was based on the finding over more than a quarter-century that logs and program columns "have been helpful" to the newspapers he heads.

His stand is supported by Advertising Research Foundation showing that radio-tv news has exceptional reader interest (see story pg. 28).

NEWSPAPERS should supply the public demand for news about radio and television, George C. Biggers, president of American Newspaper Publishers Assn. and president of Atlanta Newspapers Inc. (*Atlanta Journal, Constitution*, WSB-AM-TV), said Friday in an address to the South Carolina Press Assn. at Columbia.

Entering the recently revived newspaper agitation over radio-tv logs, Mr. Biggers said publishers should scan recent media history before demanding advertising rates for radio-tv logs.

He outlined the ways newspapers serve their communities and reminded that circulation and advertising are at an all-time high. "We must keep moving along modern and increasingly progressive lines so that even these figures will be bettered," he said. Color is having a profound effect on newspapers and tv, he reminded.

Cites Own Experience

While conceding that he could be tagged as "prejudiced" because the two Atlanta newspapers he directs are operated jointly with WSB and WSB-TV, Mr. Biggers said he believed he has "learned something" about radio and tv since 1922 when the company first entered electronics. He said:

"Based on that knowledge, I contend that radio and television have been helpful to the *Journal*—certainly they haven't been harmful."

What is causing "this fresh outbreak" of the newspaper-radio feud over logs? Mr. Biggers asked. "Is it because of losing advertising dollars to tv? Because of publicity demands of tv stations? Is it because newsprint is high and there is not enough television revenue coming in to offset this cost? Or is it just jealousy of publishers and newspaper men toward a competing advertising medium?

"How can we keep this magnificent medium,

ANPA'S BIGGERS
Newspapers benefit from logs

the newspaper, on top in this highly competitive age?" he asked.

"To keep newspapers on top, we must have readers. And we must have them in increasing quantities. How can we utilize tv, with its great and increasing hold on the public, to gain more readers or get a better hold on the ones we have? That's our problem, and I think we should be studying television carefully, figuring out how to use it for our own benefit.

"In the first place, I hold that if people are going to depend upon some printed matter to keep informed about radio and television, I want them to depend upon my newspaper. I think we know more about presenting radio and tv programs, more about presenting performers to readers, than does anyone else. If printing the programs will keep our newspaper lying on the television set for a week, then I think we get some benefit from it."

Already tv has made an important impact on journalism, Mr. Biggers said. "Television is forcing newspapers to watch television and to report the news in a little different manner than formerly," he continued. "Many, many instances can be cited to prove this, starting with the incident of the little Puerto Rican at the last National Republican Convention. Queen Elizabeth's visit to the United States was an event of the immediate time and for all history. Was it the duty of the newspapers to tell their readers that the Queen could be seen on tv at certain hours? Or should we have kept it secret? President Eisenhower makes a memorable 'State of the Union' speech. Do we let the people find out these things for themselves, then wonder why newspapers do not report the news?

Pro Football & Tv

"More and more space is given pro football in Monday's papers down our way. Know why? The pro games are televised on Sundays. Our people did not give a hoot for professional football for years. Southeastern Conference football was good enough for us—and still is. But along came tv and on Sunday afternoons all during the fall pro football was on the screen. As a result, we have to carry more complete accounts of the games on Mondays." He said the same situation has developed in boxing as a result of telecasts.

After seeing events on tv and hearing them on radio, he continued, people turn to newspapers for pictures, description and interpretation.

"There is another way newspapers can use radio and television," Mr. Biggers said. "We can promote our editors and reporters, our news features and our comics by the use of radio and television. By using these two mediums, we can boost our circulation and offer a more inclusive coverage for the benefit of our advertisers.

"Radio still lends itself to good promotion of news programs, editorial discussions, food editors' programs and the like. Television leaves an even greater impact when our editors go on it. Their images are brought right into the homes and, after a few tv programs, people —men, women and children—begin to feel they are personally acquainted with these follows. Editors, managing editors, sports writers, political writers and columnists all gain a larger and more personal following if they are featured on television regularly.

"We do all these things on the *Atlanta Jour-*

ARF Study Shows Logs Attract High Readership

RADIO-TV program listings and columns stand high in reader interest as compared to other newspaper features, according to data compiled by the Advertising Research Foundation in the Continuing Study of Newspaper Reading.

Queried by B•T, on the assumption that reader interest is the best gauge of the value of any newspaper feature, ARF reported that a compilation of readership studies of 138 newspapers, made between July 1939 and April 1950, showed a median average of 40% of the men interviewed and 50% of the women reported they had read some or all of the radio-tv program listings or columns in the particular issue of their daily newspaper that was studied.

For editorials, the averages were 43% for men and 27% for women. For society news and pictures, they were 36% for men and 83% for women. Sports was the reverse, 76% men and 34% women. Financial news attracted 28% of the men and 10% of the women.

Inspection of a sample of newspaper reading studies made since the 1950 compilation showed no appreciable change in these averages one way or the other, ARF said.

nal and *Constitution*, on WSB radio and tv, and we think we are doing a good job of cross-promoting the three great properties we own. We like to promote radio and tv in our newspapers, and we like to promote our newspapers on radio and tv. We think it works."

Reviewing the growth of newspapers and television, Mr. Biggers said the former face the stiffest competition in history as tv, like radio, bids for the public's time "on the basis of bringing news, information and entertainment right into the homes of the country."

He recalled that the debate about how much space should be given program logs started early in the 20's. He listed the three types of newspaper policies on radio-tv logs—free; exchange of space for station time; non-recognition of radio-tv programs as news, forcing paid listing or display advertising.

There's no law making a newspaper print logs, he said, adding, "Station managers who get incensed about newspapers and their obligations to their readers, demanding that programs be carried as a public service, are not so generous when approached about giving their 'time on the air' to publicize any competing advertising medium."

He chided station managers who complain because some newspapers list only stations with network programs and not "the other little stations that play records all day long between commercials." He referred to "trumped up charges" with a suggestion that listeners phone the paper and voice their displeasure.

Not Creating News

Small stations that play records all day "are not creating any news that could be judged important to newspaper readers," he said.

He suggested the exchange of space for time was a fine solution "for those not too enthusiastic about the other fellow's medium; or for publishers who do not own radio and tv stations, yet believe there is some value in cross-promotion of their newspapers with radio and tv."

Mr. Biggers insisted publishers have a right to decide what they run about radio and tv in their papers but questioned the objective. Citing conclusions he had reached, he went on, "We must recognize the fact that all three—newspapers, radio and television—are bringing news, entertainment and information into the homes of this country every day. Therefore, all three are competing for the reader's time. Our job is to make our newspapers so attractive and so interesting that the reader will find the time in his schedule to pick up our product at some point and give it more than a cursory glance. Certainly, anyone who has the ability to read and who subscribes to a newspaper has enough intelligence to be curious about other news-disseminating agents and at times he will turn on the radio and television for news and entertainment. I don't know how we can keep him from doing that. What we want him to do is always return to our newspaper."

He noted that "radio and tv people think it is splendid that newspapers carry the news of their programs" but "don't believe in using their own mediums to 'cross-promote'."

As to color, he said public and advertisers will soon be demanding four colors in both advertising and editorial materials, calling this "the best weapon for competing with radio and television." He told about the progress of color in the television industry, concluding:

"It's an interesting age. The jet age. The atomic age. The hydrogen bomb age. So we, in the newspaper business, had better not be sitting around the cracker barrel whittling and spitting and talking about the past. We'd better take a realistic look at radio, at television, at color printing, at our editorial content and everything else, then push the accelerator down to the floor board. We've got to be moving. It's fine to know that we reached a circulation peak in 1953, fine to know that we hit a new high in revenue last year, but there are some other businesses moving fast, too. One of them just whizzed by and we don't want to get chocked by its dust."

Mr. Biggers said 1,785 dailies had a peak circulation of 54,472,286 in 1953, with $634 million national advertising and $2.02 billion retail advertising revenue. He said tv revenue had grown to $688 million, with 344 stations on the air and 27.5 million sets in circulation.

NARTB FINDS 87% DON'T PAY FOR LOGS

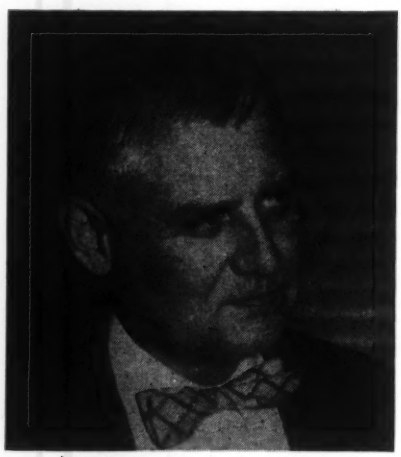
EIGHTY-SEVEN per cent of radio and tv stations make no payment to newspapers for publication of their program logs.

This finding was made by NARTB in a nationwide station survey following discontinuance of free logs in the two Nashville, Tenn., newspapers [B•T, Jan. 25].

The Nashville radio and tv stations are continuing their refusal to pay advertising rates to the newspapers for publication of logs and program reading matter.

Besides showing that 87% of stations don't pay to have logs printed, the NARTB survey revealed that:

- 13% of stations are paying for publication either at newspaper rates or through time-space exchange deals.
- 27% of stations are asked to pay to have logs printed.
- Of the 27%, 14% are not paying, using other ways of conveying log information to the public.



MR. ALLERTON

NARTB's survey showed that stations asked to pay for logs are located in city or community population areas representing nine million people.

Those not asked to pay are in population areas representing about 66 million people. The population figures, NARTB explains, cover communities and cities only, not metropolitan areas.

Another significant finding: Of the stations (13%) paying in money or time for log publication, one-fourth are newspaper-owned.

Newspapers have increased their revenue from the radio-tv page on which logs appear without charge to stations by selling such small advertisements as boxed listings, bold-type liners and other devices.

The survey was started Jan. 19 by NARTB after the Nashville newspapers had decided to charge for listings. Questionnaires were sent by Richard M. Allerton, NARTB research manager, to all NARTB radio-tv member stations. By Feb. 5, when tabulation started, 76% had replied. Mr. Allerton is preparing a complete report for NARTB members.

Questions asked in the study were:

1. Do your local newspapers carry your program schedules without charge?
2. Where newspapers do not now charge for carrying your program schedules, have you had any overtures from any of them indicating that they intended to charge for the listings?
3. If you have had any such overtures, what action have you taken in respect to such prospective charges?
4. If your local newspapers do charge for program listings, do you place your listings in the newspapers?
   What rate do you pay? Local_____ General or National_____.
5. If answer to first part of preceding question is NO, how do your listeners get program information?

New Sources for Logs

Nashville listeners and viewers are getting their printed logs from several sources, including a half-dozen milk and other service groups that provide their own program schedules to customers. With no station having yet bought time in the two Nashville dailies, a business weekly, the *Record*, is enjoying a sudden boom.

Cutting its subscription price from $6 to $1 a year, the weekly's circulation jumped in a fortnight from 2,500 to 12,000 and appeared to be headed sharply upward. The publication has decided to buy a new press, changing from seven to eight-column format and adding pages.

F. C. Sowell, WLAC Nashville, head of the all-station committee looking into ways of meeting the situation, told B•T stations are running 15 announcements a day for the publication, which in turn is using promotion material as well as logs.

GRAY COSMETICS TURNS TO VIDEO

Switches March 1 from newspaper-only advertising policy for campaign in ten markets.

DOROTHY GRAY Ltd., New York, manufacturers of cosmetics, effective March 1 shifts its advertising emphasis from newspapers only to television and newspapers in a national campaign in the top 10 Dorothy Gray markets. A series of one-minute spots is being produced by the firm's advertising agency, Lennen & Newell, New York. Contract is for 13 weeks. The campaign will concentrate on the firm's cleansing creams, lipsticks and an estrogenic hormone cream.

In describing the proposed schedule, Albert Plaut, advertising and promotion manager at Dorothy Gray, said:

"We feel our national newspaper advertising needs support. Our competitors run two and three times the volume of newspaper space that our budget permits us. To give our national newspaper ads the needed support, television, we've decided, is the best medium. In television we can keep stride with our competition and do a thorough selling job. An intensive, hard-hitting campaign—if we pick our spots and time carefully and with an eye to continuity—can increase our sales sufficiently to justify further expenditures on tv.

"The films themselves," Mr. Plaut continued, "are sixty second spots incorporating production techniques entirely new to advertising. With these spots backing up our regular newspaper ads, we should have a record spring season."

Swift, Philco Waive Rights To Tv 'Breakfast Club'

SWIFT & Co. and Philco Corp., two old-line radio sponsors of the ABC Don McNeill *Breakfast Club*, reportedly have waived first rights for the tv portion of the network program, which starts simulcast operations next Monday.

Refusal by Swift came after favorable recommendations by two of its agencies, J. Walter Thompson Co. and McCann-Erickson, it was explained. Philco had been prepared to sponsor part of the video version if Swift had gone along, it was understood.

The possibility that the two parttime radio sponsors, Toni Co. and Quaker Oats, might pick up quarter-hours also was held remote.

ABC-TV reported a good number of station clearances on the show and ABC President Robert Kintner said the network hopes to have some advertisers in line by the Feb. 22 starting date.

P&G Takes Over 'Steps'

PROCTER & GAMBLE, Cincinnati, which has been sponsoring NBC-TV's *Three Steps to Heaven* Tuesdays, Fridays and alternate Wednesdays, starting today (Monday) will sponsor the five-days-a-week serial for the full weekly airtime. The program, now heard Mondays through Fridays on NBC-TV from 11:15 to 11:30 a.m., effective March 1 will move up to 10:45-11 a.m. Agency for P&G is Compton Adv., New York.

KSTT Davenport, Iowa, will carry all Chicago White Sox games, plus other American League games, for the third straight year under sponsorship of Flynn Beverage Co., Schlitz beer distributor in the Quad-Cities. Signing (l to r): Dan Flynn of Flynn Beverage, I. F. Whalen, vice president, and Neil Conklin, commercial manager, both KSTT.

Further Radio-Tv Buys Reported in Baseball

WHILE minor league officials were meeting in New Orleans last week and discussing television's impact on baseball, agency-advertiser-station negotiators continued to advance plans for radio-tv sponsorship during the season [B•T, Feb. 8].

Sales of adjacencies included a contract by Paper-Mate Co., Culver City, Calif., which bought a fourth of the 20-second spot announcements adjacent to all telecasts of New York Giants and Yankees home games on WPIX (TV) New York, starting April 13. Announcements will be used on a rotating basis, with Old Spice men's toilet products also having bought a fourth of the segments. The other half of the package is still open. Paper-Mate agency is Foote, Cone & Belding, N. Y.

WAAM (TV) Baltimore will telecast 55 regular season games of the Baltimore Orioles for National Brewing Co., according to Norman Almony, manager of National's advertising and sales promotion department. The schedule begins April 10 with exhibition games. The Washington Senators will appear on WAAM in 28 games from Washington, with a few of the games pitting the Senators against the Orioles. Kenyon & Eckhardt, New York, is National Beer's agency.

The test of away games will be watched because Cleveland is a one-team city and because attendance has been declining more than in other cities.

Carling's beer is sponsoring the 77 away games of the Indians on WXEL (TV) Cleveland with the right to sell half the package to a co-sponsor. Erie beer and Chevrolet are buying Indians on WERE Cleveland.

LIGHTING up their Old Golds to celebrate arranging nine weekly sports broadcasts on KLAC Hollywood for 52-week period are (l to r) Manuel Yellen, West Coast sales manager, P. Lorillard Co.; Sam Balter, KLAC sports director; Maurice Nathan, firm's field manager in Cigar Div., P. Lorillard Co.; Larry Buskett, KLAC general sales manager, and Benjamin R. Potts, vice-president in charge of West Coast, Lennen & Newell Inc., agency servicing P. Lorillard.

PIE TRAYNOR (r), former Pittsburgh Pirate third baseman honored in baseball's Hall of Fame, and Jack Henry (c), 16 years a sports writer for the Pittsburgh *Sun-Telegraph*, are congratulated by Pittsburgh Mayor David L. Lawrence upon start of their series of sports discussions on KQV that city at 6:15 p.m. weekdays.

Baseball Congress on Radio, Tv

NATIONAL Baseball Congress has agreed to permit network broadcasting (radio and tv) of its annual National tournament, scheduled to start Aug. 20.

Congress President Ray Dumont signed a contract last week with President Dave Fishback of Mobile Ads Inc., permitting the national networks to broadcast the quarter-final, semi-final and championship games for a minimum of $25,000 in broadcast rights. Games in past national tournaments have been broadcast by national radio networks, sustaining.

Candy Company Puts Tv Show Up for Sale

GOLD MEDAL Candy Corp., makers of Bonomo's Turkish Taffy and sponsors of *The Magic Clown* tv show for the past four years, is in the unusual position of offering the program to another sponsor.

The program, which follows the *Children's Hour* on Sunday mornings at 11:30-45 a.m., has pulled top ratings—an average of about 14—on WNBT (TV) New York and is understood to cost approximately $2,000 per show.

Bonomo's current cycle on WNBT expires March 28 and under the new advertising plans the firm does not expect to renew the show or the time period but is understood to have another television plan in the works. Meanwhile the advertiser would like to sell the present show to another. Emil Mogul, the agency for Gold Medal, is reported to have had queries from other agencies and sponsors interested in the program.

Crandall Elected S&M V. P.

JOHN CRANDALL, media director of Sherman & Marquette, New York, for the past eight years, has been elected vice president in charge of media for the agency. Prior to service with the Air Corps during World War II, Mr. Crandall had been associated with the media department of Benton & Bowles in New York.

MR. CRANDALL

NEW BUSINESS SPOTS

Standard Unbreakable Watch Crystal Co., N. Y., placing a spot announcement television test campaign in Detroit, Cincinnati, Galveston and Dallas to promote its Rockety Cylinder Unbreakable Crystals, effective Feb. 21 for 13 weeks. Agency: Friend. Reiss. McGlone, N. Y.

Paine & Co., L. A. (Hickory Smoked and Kitchen Fresh Potato Chips), through Jimmy Fritz & Assoc., Hollywood, plans intensive radio-tv campaign with one-weekly participations in tv market shows on three L. A., three S. F. and one San Diego station for 52 weeks from Feb. 10. Company also plans 30 weekly spot announcements on each of four L. A., three S. F. and two San Diego radio stations for 26 weeks starting in April.

Greene-Haldeman, L. A. (Chrysler-Plymouth dealer), starts Mon., Wed., Fri. quarter-hour morning *Bob Garred* newscasts on KABC Hollywood; Mon., Wed., Fri. five-minute segment of *Catalina Bandstand* on KBIG Avalon, and weekly one-hour segment of *Al Jarvis Show* on KFWB Hollywood. Agency: Lansdale Co., L. A.

NETWORK BUSINESS

Bekins Van & Storage Co., L. A., starts alternate Mon., Wed., Fri. and Tues., Thurs., Sat. *Frank Goss News* on 11 CPRN stations (5:45-5:55 p.m. PST), for 44 weeks from Mar. 1. Agency: Brooks Advertising, same city.

Campbell Picks BBDO

CAMPBELL SOUP Co., Camden, N. J., after an association of more than 40 years with Ward Wheelock Co., Philadelphia, last week appointed BBDO, New York, to handle its soup account [B•T, Feb. 8]. Agencies for the other products remain the same: Compton Adv. for Campbell's pork and beans, tomato juice, and sauce; Dancer-Fitzgerald-Sample, for V-8 Juice, ketchup, Franco-American spaghetti, macaroni and beef gravy; Leo Burnett Co., for frozen soup.

General Motors (Oldsmobile Div.), renews Mon., Wed., Fri. sponsorship of *Douglas Edwards With the News* on CBS-TV (Mon.-Fri., 7:30-45 p.m. EST), effective Feb. 22. Program is sponsored Tuesdays and Thursdays by **American Cigarette & Cigar Co.** Agency for Oldsmobile: D. P. Brother & Co., Detroit.

Electric Auto-Lite Co. renews *Suspense* on CBS-TV, Tues., 9:30-10 p.m. EST, effective Feb. 23. Agency: Cecil & Presbrey, N. Y.

AGENCY APPOINTMENTS

Brownell & Field Co., Providence, R. I., names Kastor, Farrell, Chesley & Clifford, N. Y., to handle advertising for Autocrat coffee in tins and bags.

G. F. Heublin & Bro., Hartford, Conn., names Schneideler, Beck & Werner, N. Y., to handle its A-1 Worcestershire. Agency also is the agency for A-1 Sauce.

Continental Radio Corp. names Sander Rodkin Adv. Agency Ltd., Chicago, to handle advertising for 1954. Tv will be used.

Idaho Peat Co., Downey and Pocatello, Idaho (fertilizers and soil conditioners), names Geoffrey Wade Advertising Agency, Hollywood. Radio and tv will be used. **Snowden Hunt** is account executive.

Zotoz Pharmacal Co., Stamford, Conn., names Dowd, Redfield & Johnstone, N. Y. and Boston, as its advertising agency for Zotoz (new medicant for poison ivy, oak and sumac). Plans call for radio, tv and newspaper saturation campaign.

Shontex Co., Santa Monica, Calif. (hair preparations), names Tullis Co., Hollywood. Radio spot announcement campaign will be used in three Calif. markets. **Howard L. Tullis** is account executive.

Cook Electric Co., Chicago (electronic components), appoints Glenn, Jordan, Stoetzel Inc., same city, to handle advertising for eight of its divisions.

Glaser Bros., S. F. (West Coast tobacco distributor), names Richard N. Meltzer Advertising Inc., same city.

Enfab Inc., San Jose, Calif. (plastic boats), names Long Advertising Service, that city. **Clark Lawrence** is account executive.

AGENCY SHORTS

Brooke, Smith, French & Dorrance, N. Y., commissions Phil Davis Musical Enterprises, N. Y., to originate its fourth radio and tv musical commercial for Goebel Beer.

Jere Bayard Adv., L. A., moves to 121 N. Robertson Blvd., Beverly Hills. Telephone is Bradshaw 2-8716 and Crestview 4-7631.

Documentary Film Is $40 Million Business

Tv provides extensive outlet for the 'public service' films which are supplied by an industrial corporation to a station at no cost.

PRODUCTION of story-documentary films, especially edited for tv programming and supplied at no cost to stations by large industrial corporations, has become an estimated $40 million annual business.

Although made primarily for group showings, many of these "public service" films formerly found added outlet in neighborhood and small town motion picture theaters, but tv now gives them a greater audience, West Coast agency and public relations executives point out.

The majority of these films carry no direct advertising, the firm involved benefiting in the long run through the institutional messages put across in them. Running from five minutes to a full hour on a sustaining basis, the films cover varied interests, including travel, adventure, sports, homemaking, healthy living, Americana and various other subjects.

"Tv stations are wide-open for the free releases, and the big corporation, happy to do so, can afford to supply them gratis in view of the fact that they don't have to pay for the station time," one unnamed major Hollywood producer of industrial film told B•T.

Other producers report they frequently receive invitations from tv station film buyers and program managers, to submit their catalog of films available "at no cost" for sustaining use. Where such films are available, it was explained, the requests are turned over to the industrial corporation involved for answering.

SCREEN GEMS' 1954 expansion program, projected at $5 million [B•T, Feb. 8], is discussed by (l to r) John H. Mitchell, vice president and sales manager; Ralph M. Cohn, vice president and general manager, and Jay Michaels, General Artists Corp. representative, national sales representative for Screen Gems.

1954 'Hickok' Series To Be Filmed in Color

ENTIRE group of 1954 films in the *Wild Bill Hickok* series, sponsored by Kellogg Co. for the fourth consecutive year, will be shot in Eastman one-strip color, according to producer William F. Broidy, who also announced an approximate one-third increase in the production budget.

While "profitable commercial use of color in television probably is five to seven years away," Mr. Broidy stated, "added costs, made

today, for color negatives, constitute a wise investment in the future, to my way of thinking. The entire maximum potential of sponsored television lies in the sponsor's use of color, although it will be many years, if ever, before color tv is featured exclusively."

Mr. Broidy expects his firm will film exclusively in color "unless our planned series is based entirely upon straight dramatic situations which cannot be enhanced by color."

Lever Bros. Commercials Put to 'Showmandising' Test

COOPERATIVE supervision of Lever Bros. commercials (showmandising) was put into effect recently when the firm's advertising executives, together with the agency executives representing the various Lever products, held conferences with Gross-Krasne in Hollywood to coordinate and establish a close relationship between sponsor, advertising agency and production unit.

Sitting in on the 21 commercials, filmed by Gross-Krasne, were John R. Allen, Lever Bros. manager of radio-tv; Harvey Howells, advertising manager of Lever Div.; William Eastham, advertising manager, Good Luck Margarine Div.; Ed Sutherland, McCann-Erickson Inc. (Pepsodent Div.); Joseph Leopold, Sullivan, Stauffer, Colwell & Bayles Inc (Lifebuoy); Les Pearl, BBDO (Surf); Louis Snyder and Robert Black, J. Walter Thompson Co. (Lux); Howard Connell, Hewitt, Ogilvy, Benson & Mather Inc. (Good Luck Margarine); in addition to Mr. Gross, Phil Krasne, Vernon Clark, G-K vice-president in charge of commercials, and Hampton Howard, G-K New York representative.

'Letter to Loretta' Film Draws $800,000 Suit

INVASION of privacy is charged in an $800,000 Los Angeles Superior Court suit against writer Gabrielle Upton, Lewislor Enterprises Inc., NBC and Procter & Gamble. Plaintiffs Paul and Katherine MacGrath claim "Earthquake," a film telecast last fall in the NBC-TV *Letter to Loretta* series, was based on their actual experiences when Mr. MacGrath, an iron lung patient, was involved in a recent earthquake with the electric power cut off.

Suit, filed by Hollywood attorneys Karl G. Kappel and John W. Laster Feb. 4, further charges the script was written, produced and telecast despite protests to the writer that the plaintiffs did not want their experiences publicized and that in so doing "robbed him of the benefits of public respect."

NAM'S 'Industry' on 182

NATIONAL Assn. of Mfrs.' weekly tv film series, *Industry on Parade*, now is being telecast regularly by 182 tv outlets in as many markets, according to G. W. (Johnny) Johnstone, head of NAM's radio-tv department. The series is produced by Arthur Lodge Productions Inc., New York, under assignment from Mr. Johnstone's NAM department, which distributes *Industry*, now in its fourth year, on a "national — exclusive in your area — spot basis."

FILM SALES

Ziv Television Programs Inc., through President John Sinn, announces sale of *Mr. District Attorney* in 40 tv markets to **Carter Products Inc.,** N. Y. (Rise and Arrid), and **Schwayder Bros. Inc.,** Denver (Samsonite Luggage). Half-hour film series, radio-tv rights to which were recently acquired by **Ziv** [B•T, Feb. 1], is being readied for April 1 release.

WAKR-TV Akron has acquired single-run rights to *Custer's Last Stand, The Black Coin* and *The Clutching Hand*, three serials totalling 48 program episodes, from **Louis Weiss & Co.,** L. A. Station is the 51st to televise the serials. WFIE (TV) Evansville, Ind., also has acquired telecasting rights to *The Black Coin*.

FILM DISTRIBUTION

M & A Alexander Productions, Beverly Hills, Calif., have acquired tv distribution rights to "Her Panelled Door," English-produced feature co-starring **Richard Burton** and **Phyllis Calvert.**

Louis Weiss & Co., L. A., will distribute *Tales of Edgar Allan Poe*, series of 26 half-hour tv films to go into early production by **Adrian Weiss Productions,** Hollywood. With a September release date scheduled, a sales restriction will be imposed to prohibit telecasts of the series before 9 p.m. because the series is primarily for adult audience.

George Bagnall & Assoc., Beverly Hills, has the first seven quarter-hour films in *Sports Mirror*, new tv series of 26 now in production by **Wickham Films,** available for distribution. Series features interviews with such athletes as **Florence Chadwick, Jack Dempsey, Patricia McCormick** and **Casey Stengel,** by L. A. sports editors **Braven Dyer** and **Paul Zimmerman.**

Workshop Tv Distribution has been formed by **Paul Garrison** with headquarters at **Tv Workshop** (formerly United Producers Studios), 418 S. Robertson Blvd., Los Angeles. Mr. Garrison is also executive producer of **Workshop Productions,** located at the same address. New firm's list of completed series available to tv are: *Household Hints*, 260 five-minute films (**P. Walter Productions**); *Tall Tales*, 39 five-minute (**C. Grant Productions**); *Chavez Performs Magic*, 39 five-minute (**H. W. K. Productions**); *I've Got a Hobby*, 39 five-minute (**Dante Feranti Productions**); *Casting Office*, 26 15-minute; *The Mink Dynasty*, 39 five-minute; *History for Everyone*, 260 five-minute, and *Science for Everyone*, 260 five-minute (all **Workshop Productions**).

Artists Distributors Inc. and **Artists Productions Inc.,** with offices at 9125 Sunset Blvd., Hollywood, have been formed to distribute and produce tv film packages, respectively. Attorney **J. Everett Blum** is president; **Arthur S. Lyons,** radio program packager and producer and talent agent, is vice president and head of production; **Eloise Reeves,** formerly film director, **KECA-TV** Los Angeles, is vice president, secretary and director of sales. Telephone is Crestview 4-7057.

The former firm is handling distribution of **Werner Janssen** color quarter-hour series featuring a 90-piece orchestra and guest artists, regional distribution of *This Is Charles Laughton* quarter-hour tv film series and joint distribution of *Holiday* color series, produced in conjunction with **Filmakers.**

Offices are currently being opened in New York and Chicago.

FILM PRODUCTION

Revue Productions, North Hollywood, Feb. 11 started shooting the pilot film in *Dr. and Mr. Morrow*, tv series starring **Jane Wyman.** She will portray a lady doctor in the light, sophisticated comedy, written and directed by **Samuel Taylor,** writer of current Broadway stage play "Sabrina Fair."

NEW FILM commercials just completed for Ohio Oil Co., Findlay (Marathon products), by Five Star Productions, Hollywood, will be used on the recently signed *Life with Elizabeth* tv film series. Finishing up on the set are (l to r) Charles Flynn, featured in the commercials; Gary Lee, tv director, Stockton-West-Burkhart Inc., Cincinnati agency servicing the Ohio Oil Co. account; Betty White, star of the *Life With Elizabeth* series, and C. Thomas Martin, account supervisor with the Cincinnati agency.

Kling Studios Inc., Hollywood, has swung into initial filming schedule on its recently acquired West Coast lot (formerly Charles Chaplin Studios), with two new half-hour tv series. *Ask Uncle Charlie* stars **Noah Beery, Jr.** in the title role as a smalltown widower, who is everybody's "uncle." *Reno English* stars **Zachary Scott** as a Nevada criminal and civil attorney. **Lee R. Blevins** is producer; **Dave Garber** is associate producer, and **Jus Addis** is director.

Hal Roach, Jr. has started filming *Public Defender*, half-hour series which starts March 11 on CBS-TV for **Philip Morris & Co.** With **Roach Studios** filled to capacity, he is currently shooting at **Republic Studios** with **Carroll Case** set as producer. Starred in the title role is **Reed Hadley,** featured in *Racket Squad* series now being syndicated by ABC-TV which was produced by Messrs. Roach Jr. and Case.

58% OF NATION'S FAMILIES HAVE TV, NIELSEN REPORTS

Sponsored by CBS Television, the Nielsen study as of Nov. 1, 1953, also found that uhf-equipped homes are near the two million mark.

WELL over half (58%) of all the nation's families—27,506,500 out of 47,191,500—owned tv receivers as of Nov. 1, 1953, according to a survey made at that time by A. C. Nielsen Co. under sponsorship of the CBS Television Network. A total of 1,774,690 homes were found with uhf sets on that date.

Detailed report of the study, covering set ownership for each county in the country and, for the first time, also reporting on uhf set ownership county-by-county, will be in the mails to national advertisers and advertising agencies within the next few days, Oscar Katz, CBS Television research director, said today. At the same time he released state and also geographic area totals of tv ownership as disclosed by the Nielsen survey.

MR. KATZ

National tv set total found by the Nielsen researchers as of Nov. 1, 1953, corresponds closely to the total reported in TELESTATUS at that time [B•T, Nov. 2]. The Nielsen total of 27,506,500 tv homes is 89,500 higher than the B•T estimate of 27,417,000, a difference of less than one-third of 1%.

Fast Increases Prompt New Report

The Nielsen report was based on an actual survey among a sample of 100,000 families, chosen by an area sampling technique. Survey went into every one of the 3,000 counties in the country, CBS Television said, terming it the largest ever undertaken in tv history. Although the network had issued its "ownership by counties" report, based on statistical projections, in May of last year, a new report was felt necessary because in the six-month period between May and November the number of tv markets had doubled, tv counties had increased by nearly 50% and uhf had really begun.

As the adjoining tables show, New Jersey has the highest penetration of tv ownership of any state, with 88% of its families owning sets. Montana ranked lowest, with 5%. Highest geographic area in pentration is the Middle Atlantic States region, including New York, New Jersey and Pennsylvania, with 78%. Lowest is the Mountain States area—Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming—with 32%.

Numerically, New York is shown with the greatest set ownership, 3,612,620, followed by California with 2,809,640 and Pennsylvania with 2,276,640. Six more states—Ohio, Illinois, Michigan, Massachusetts, New Jersey and Texas—had more than 1 million each. Wyoming has the fewest tv families, 6,750.

* * *

TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

Area & State	Total Families	Tv Families	%
New England (Conn., Me., Mass., N. H., R. I., Vt.)	2,829,500	1,985,130	70
Middle Atlantic (N. J., N. Y., Pa.)	9,470,400	7,364,050	78
East North Central (Ill., Ind., Mich., Ohio, Wis.)	9,709,700	6,556,390	68
West North Central (Iowa, Kan., Minn., Mo., Neb., N. D., S. D.)	4,472,900	1,935,170	43
South Atlantic (Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.)	6,065,100	2,919,200	48
East South Central (Ala., Ky., Miss., Tenn.)	3,158,100	1,135,140	36
West South Central (Ark., La., Okla., Tex.)	4,430,700	1,761,350	40
Mountain (Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.)	1,650,300	521,050	32
Pacific (Calif., Ore., Wash.)	5,404,800	3,329,020	62
U. S. TOTAL	47,191,500	27,506,500	58%

Source: "U. S. Television Ownership by Counties—Nov. 1, 1953" published by CBS Television research department

TELEVISION OWNERSHIP BY STATE

State	Total Families	Tv Families	%
Alabama	824,700	280,470	34
Arizona	253,100	107,570	43
Arkansas	535,500	102,020	19
California	4,029,500	2,809,640	70
Colorado	456,100	196,790	43
Connecticut	630,300	479,210	76
Delaware	101,600	75,110	74
District of Columbia	246,900	197,710	80
Florida	968,800	337,350	35
Georgia	955,500	389,720	41
Idaho	180,100	24,820	14
Illinois	2,828,700	1,862,390	66
Indiana	1,294,700	799,700	62
Iowa	826,700	399,770	48
Kansas	662,400	212,600	32
Kentucky	830,100	354,110	43
Louisiana	790,100	278,770	35
Maine	260,000	67,970	26
Maryland	732,600	588,650	80
Massachusetts	1,424,300	1,109,610	78
Michigan	2,023,500	1,417,930	70
Minnesota	900,000	437,020	49
Mississippi	587,400	119,370	20
Missouri	1,306,300	677,160	52
Montana	197,700	9,100	5
Nebraska	427,300	177,410	42
Nevada	60,600	11,930	20
New Hampshire	162,600	84,690	52
New Jersey	1,568,100	1,374,790	88
New Mexico	202,000	43,770	22
New York	4,800,100	3,712,620	77
North Carolina	1,056,400	395,960	37
North Dakota	161,200	13,320	8
Ohio	2,517,800	1,957,490	78
Oklahoma	692,300	312,040	45
Oregon	546,500	132,320	24
Pennsylvania	3,102,200	2,276,640	73
Rhode Island	243,800	217,720	89
South Carolina	554,600	194,410	35
South Dakota	189,000	17,890	9
Tennessee	915,900	381,190	42
Texas	2,412,800	1,068,520	44
Utah	207,600	120,320	58
Vermont	108,500	25,930	24
Virginia	919,100	510,970	56
Washington	828,800	387,060	47
West Virginia	529,600	229,320	43
Wisconsin	1,045,000	518,880	50
Wyoming	93,100	6,750	7
U. S. TOTAL	47,191,500	27,506,500	58%

Source: "U. S. Television Ownership by Counties—Nov. 1, 1953" published by CBS Television research department

$234 Million for Tubes in '53

TUBE manufacturers sold 9,839,138 cathode ray tubes worth $234 million in 1953 compared to 7,635,666 worth $170,652,078 in 1952, according to Radio-Electronics-Tv Mfrs. Assn. Sales of receiving tubes last year totaled 437,091,555 units valued at $303,675,313 compared to 368,519,243 units worth $259,116,089 the year before.

Color Expectations

SOME 62% of the public feels that color will "considerably increase their enjoyment of television programs," according to a study by Schwerin Corp. released last week.

The study, which was conducted in the New York metropolitan area, revealed that 62% of the sample felt color tv would add "a great deal" to their enjoyment; 28% thought it would add "a fair amount" and the remaining 10% expressed the view that it would add "only a little" or "not at all." Researchers interviewed 531 persons in the area.

Among other main points brought out in the Schwerin study were:

(1) People who do not have tv sets, estimated as about 25% of greater New York population, express as "much enthusiasm on the subject as do set owners, suggesting that color may eventually be a key factor in converting some long-term 'holdouts'";

(2) More women than men are of the opinion that color will add "a great deal" —66% as against 58%;

(3) Anticipation drops off as education level rises, with 74% of the grade school educated, as against 51% of college graduates, feeling that color will add "a great deal";

(4) Age appears to make little difference on this question, except that the 26-36 group shows less enthusiasm than either younger or older adults.

Projection of Network Station Ratings Hit

KJBS survey claims network stations suffer heavy losses in outside audience when stations shift to local programs.

RESULTS of a survey, which its sponsor described as "exploding" the notion that metropolitan area ratings can be projected to a station's entire service area by application of a single area coverage index, were released last week by KJBS San Francisco through its national advertising representative, Avery-Knodel Inc.

The survey examined the habits of network-station listeners in communities outside San Francisco during (1) times when the network stations were carrying network programs and (2) times when the network stations were carrying their own local originations. Similar studies were made of the audiences of San Francisco independent stations.

Stanley G. Breyer, commercial manager of KJBS, an independent station, described the findings thus:

'Speak for Themselves'

"These statistics speak for themselves. In the outside area, the San Francisco network station gets an audience when it is carrying popular network programs, not otherwise available in the outside area. With demonstrable exceptions, when the network station goes local in its programming, the outside audience goes local too. The network station is frequently seen, in the report, to lose two-thirds, sometimes all, of its outside audience when it turns on its local, rather than its network faucet.

"During those periods of local programming on San Francisco network stations, the families in Napa, Sacramento, Stockton, etc., listen to the local stations serving their communities.

"The buyer should welcome this survey be-

DISCUSSING Nielsen's new Radio-Television Area Services at the firm's presentation to advertisers and agencies earlier this month were (l to r): Alan T. Wolcott, media planning consultant, General Electric Co.; Arthur C. Nielsen, president, A. C. Nielsen Co.; James Luce, timebuyer, J. Walter Thompson Co., and Wilfred F. Howard, account representative, J. Walter Thompson.

cause it explodes one of the most fallacious practices which ever crept into the sale of radio time."

The survey was conducted for KJBS by C. E. Hooper Inc. and was based on a sample totaling 84,294 interviews in San Francisco and five outside communities. Approximately 1,000 separate audience measurements were taken.

KJBS said the study was made to inspect the validity of "blind projection of city-based station ratings by the application of a single coverage index which substitutes number of times of habitual listening per day for radio's more precise measurement at the time of listening (ratings)."

Insurance Spot Tv Up 500%—Petry

The number of companies using video doubled from 8 to 16 from first of 1952 to third quarter of 1953.

NUMBER of insurance companies advertising on spot television went up 100% and the number of spot announcements and participations they use increased almost 500% between the first quarter of 1952 and the third quarter of 1953, according to a study prepared and released last week by the television division of Edward Petry & Co., station representation firm.

From eight insurance advertisers using 16 markets in the first quarter of 1952 the total rose to 16 advertisers in 20 markets in the third quarter of 1953, while the number of announcements and participations went from 11 to 52 per week and the number of programs from eight to 11, the study showed. Prudential Life Insurance Co., Detroit Automobile Inter-Insurance Exchange, Home State Insurance Co. and Farmers Insurance Co. were singled out as having expanded their spot tv promotional activities.

During a single month—July 1953—it was found that seven insurance companies sponsored a total of 11 programs weekly; that of these 11 shows, seven were nighttime and four daytime; seven were newscasts, two were sportscasts, one was a dramatic show, and one featured music; seven were quarter-hour programs, one was a half-hour, three were less than a quarter-hour.

"Whereas in January 1952," the report notes, "sponsorship of nighttime programs outnumbered daytime programs by seven to one, in September of 1953 this margin had decreased to less than two to one.

"Sponsorship of commercial announcements and participations followed a similar pattern. During the entire first quarter of 1952, no daytime announcements were used by insurance advertisers. But in the third quarter of 1953 (taking an average of the three months) 27% of all announcements and participations were telecast during daytime hours. In the month of July, the percentage was as high as 31%."

The Petry study is based on data from *Rorabaugh Reports* and is being made available to insurance firms and their agencies. It is the fourth in a continuing series of tv reports to business—others have covered airlines, baking and soft beverages fields—prepared by the Petry organization as a service to the tv industry. Cosmetics field is slated as subject of the next study.

RADIO CHANGES NOTED BY HOOPER

Although radio tune-in is down, C. E. Hooper Inc. president tells New England industry executives, it often is a better buy today.

"CHANGE has been the rule rather than the exception in radio during the past five years," C. E. Hooper, president, C. E. Hooper Inc. said Tuesday at a meeting of the Radio, Television, Advertising Executives Club of New England at the Boston Club in Boston. Radio tune-in is down from five years ago, he said, but despite that, radio is often a better buy today.

In 1948, he noted, the combined Los Angeles ratings of two network programs—Fred Allen and *Stop The Music*—totalled 32.4. "So, if you wanted to advertise in Los Angeles on the radio between 6:30 and 7 p.m. you had to pick your audience from the 5.7 points shared by the other programs on other stations. Result: Advertisers didn't buy them and the stations didn't sell them."

Today, with both those programs off the air, the total audience is smaller, Mr. Hooper said, but "the pickings, 6:30-7 p.m. and other hours on Sunday night and other nights, are twice as good as they were in 1948." The average evening rating of one Los Angeles station is up 11% over 1948, that of another up 100%, or double its 1948 average, he stated.

This development is not confined either to Los Angeles or to evening hours, Mr. Hooper noted. "Radio can no longer be bought blind or against any pre-conceived formula," he said. "To buy radio today you must know what station has the audience at what time."

Sydney Roslow, director, Pulse Inc., and James Seiler, president, American Research Bureau, also addressed the luncheon meeting, which was moderated by Craig Lawrence, manager of WCBS-TV New York. Mr. Roslow in the three minutes allotted him for his presentation, described the personal interview technique used by his organization, and Mr. Seiler discussed the diary method his firms employs. Mr. Hooper, in addition to talking about the coincidental telephone method, devoted some of his time to comparing the radio audience picture today with that of five years ago.

Industrial Film Use Reported by H & K

WIDESPREAD tv use of an industrial film produced for less than $25,000 has been reported by Hill & Knowlton Inc., New York, public relations firm, in releasing the results of a survey made on behalf of the American Iron & Steel Institute's documentary film, "Pioneer of Progress."

According to Hill & Knowlton, the institute's public relations counsel, the survey showed that during 1953, "Pioneer of Progress" was carried on 166 local tv stations in all 48 states and over three networks.

It was pointed out that prints of the 15-minute film were mailed, starting in January 1953, to the program manager or film director of 215 local tv stations.

Response from the stations indicated that the film was an "immediate success," according to Hill & Knowlton.

CBS Radio Shows Lead Nielsen for Jan. 3-9

CBS Radio had the first nine evening, once-a-week radio shows, according to the National Nielsen Rating for the week of Jan. 3-9. NBC Radio, however, took the top two places in the evening, multi-weekly listing. The listing:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week		
	(Average for all Programs)	(2,006)
1	Jack Benny Show (CBS)	4,431
2	Amos 'n' Andy (CBS)	4,151
3	My Little Margie (CBS)	4,151
4	Bing Crosby Show (CBS)	3,685
5	Our Miss Brooks (CBS)	3,592
6	Lux Radio Theatre (CBS)	3,545
7	People Are Funny (CBS)	3,265
8	Mr. and Mrs. North (CBS)	3,172
9	Charlie McCarthy Show (CBS)	3,125
10	Railroad Hour (NBC)	2,985
Evening, Multi-Weekly		
	(Average for all Programs)	(1,166)
1	One Man's Family (NBC)	2,426
2	News of the World (NBC)	2,192
3	Lowell Thomas (CBS)	2,006
Weekday		
	(Average for all Programs)	(1,886)
1	Our Gal, Sunday (CBS)	2,845
2	Arthur Godfrey (Pillsbury) (CBS)	2,799
3	Arthur Godfrey (Columbia) (CBS)	2,799
4	Arthur Godfrey (Nabisco) (CBS)	2,705
5	Romance of Helen Trent (CBS)	2,659
6	Arthur Godfrey (Liggett & Myers) (CBS)	2,659
7	Wendy Warren and the News	2,659
8	Aunt Jenny (CBS)	2,659
9	Backstage Wife (NBC)	2,612
10	Stella Dallas (NBC)	2,566
Day, Sunday		
	(Average for all Programs)	(793)
1	Lorne Greene (MBS)	1,959
2	Evening Comes (ABC)	1,213
3	Greatest Story Ever Told (ABC)	1,073

GENERAL MILLS TOPS ABC-AM-TV '53 BUYERS

Seven clients spend a million or more on ABC Radio in 1953, while three spend similar amounts on ABC-TV. Dancer-Fitzgerald-Sample was highest agency.

SEVEN advertisers surpassed the $1 million mark in gross billings on the ABC Radio Network during 1953 while three had gross expenditures totaling $1 million or more on ABC-TV, according to a report released by ABC last week.

General Mills was ABC's No. 1 sponsor, with gross billings of $4,342,065 on ABC Radio and $2,727,087 on ABC-TV.

Swift & Co. was ABC Radio's second largest customer with $2,533,065 in gross billings, followed by Sterling Drug with $2,420,377; Philco Corp., $2,062,298; Toni Co. Div. of Gillette, $1,702,220; Liggett & Myers Tobacco Co., $1,228,529; and Campbell Soup Co., $1,143,535. On ABC-TV, those exceeding the $1 million mark in gross billings, in addition to General Mills, were American Chicle Co. with $1,130,228, and Kellogg Co. with $1,018,676.

Dancer-Fitzgerald-Sample, whose accounts include products of General Mills, Sterling Drug, Campbell Soup, Procter & Gamble, and American Chicle, among others, was top agency placing business with ABC, with gross billings of $6,071,634 on ABC Radio and $4,810,654 on ABC-TV. Other agencies placing $1 million or more on ABC Radio included J. Walter Thompson Co., $2,713,834; Hutchins Adv., $2,064,298; Maxon Inc., $1,566,332; Kudner Agency, $1,246,352; Cunningham & Walsh, $1,230,528; Leo Burnett Co., $1,156,313, and Ward Wheelock Co., $1,143,857. On ABC-TV, agencies placing gross business amounting to $1 million or more included, aside from D-F-S, Leo Burnett Co., $2,011,223, and Needham, Louis & Brorby, $1,082,789.

Totals in all cases includes estimates of November and December figures. ABC's lists:

Am Gross Network Sales 1953 By Classifications

Food and Food Products	$ 9,138,211
Drugs & Toilet Goods	6,116,556
Radios, Refrig. & Elect. Appl.	2,666,914
Religion	2,634,463
Cigars & Cigarettes & Tobacco	2,016,874
Automobiles, Trucks & Access.	1,841,970
Household Furnishing & Access.	1,064,237
Institutional	965,114
Beverages	907,414
Insur. & Personal Loans	843,724
Jewelry & Access.	454,914
Lubricants, Petroleum Prod. & Fuel	315,516
Clothing & Dry Goods	287,532
Miscellaneous	122,602
Publications	758
Total	$29,376,799

Tv Gross Network Sales 1953 By Classifications

Food & Food Products	$ 7,073,908
Confections	3,251,108
Cigars, Cigarettes & Tobacco	1,900,120
Drugs & Toilet Goods	1,867,524
Laundry Soaps & Cleansers	1,404,937
Radio, Refrig., Elect. Appl.	1,046,026
Jewelry & Access.	866,814
Religion	595,308
Household Furnishings & Access.	453,162
Hardware	358,410
Beverages	342,917
Lubricants, Petroleum Prod. & Fuel	309,636
Steel	225,000
Automobiles, Trucks and Access.	194,024
Clothing & Dry Goods	190,682
Miscellaneous	133,708
Politicals	116,669
Total	$20,329,953

Am Gross Network Time Sales 1952 & 1953 By Months

MONTH	1953	1952
January	$ 2,651,059	$ 3,232,255
February	2,511,883	3,122,688
March	2,753,145	3,324,072
April	2,616,174	3,198,206
May	2,547,616	3,272,751
June	2,083,829	2,960,261
July	1,996,578	2,289,833
August	1,916,753	2,222,150
September	2,102,045	2,485,641
October	2,630,522	2,905,188
November	2,724,699	2,571,339
December	2,842,496	2,806,932
Total	$29,376,799	$34,391,316

Tv Gross Time Sales 1952 & 1953 By Months

MONTH	1953	1952
January	$ 1,527,872	$ 1,977,981
February	1,461,747	2,081,044
March	1,710,283	2,045,739
April	1,640,000	1,666,215
May	1,762,593	1,503,742
June	1,477,727	1,152,525
July	1,254,174	1,004,779
August	1,161,561	980,507
September	1,230,616	1,150,274
October	2,226,631	1,450,405
November	2,371,393	1,402,474
December	2,460,356	1,281,455
Total	$20,329,953	$17,697,140

Radio Set Sales Down, Television Up in '53

RETAIL SALES of radio sets last year totaled 7,064,485 sets compared to 7,689,701 in 1952, according to Radio-Electronics-Tv Mfrs. Assn. The figures do not include auto sets.

Retail television sales in 1953 totaled 6,375,279 sets compared to 6,144,988 the year before, according to RETMA.

Earlier RETMA figures on manufacture of radio-tv sets showed the industry produced 13,368,556 radios (including 5,182,934 auto sets) and 7,214,787 tv sets in 1953 [B•T, Feb. 1].

Retail radio sales totaled 1,456,008 sets in December 1953, compared to 697,062 in November and 1,049,770 in December 1952. These figures do not include auto sets. Tv set sales in December 1953 were 774,856 units compared to 678,295 in November and 1,049,770 in December 1952.

RETMA retail sales data are compiled in cooperation with dealers and do not include auto sets since most of these do not move through retail channels.

$1¼ Million For Direct Mail

AMERICAN advertisers spent more than $1.25 billion for direct mail advertising during 1953, according to an estimate of the Direct Mail Advertising Assn. which figured a full-year total of $1,265,393,834, up 7.9% from the 1952 total of $1,171,088,984. Month-by-month DMAA breakdown shows December as high month with $117,765,614 and August as low month with $90,104,874.

Ziv Expects 'Skelton' To Sell 450 Markets

BELIEF that sales of the Frederic W. Ziv. Co.'s transcribed *Red Skelton Show* will achieve or surpass the 450-stations-by-March 1 goal the company set when it launched its sales campaign on Jan. 11 was predicted last week by John L. Sinn, executive vice president of Ziv.

Mr. Sinn said almost 250 sales had been completed by Feb. 11 and added that two large regional sales, involving more than 100 markets, are "close to consummation." He expressed the belief that the sales goal of 450 stations by March 1, which is the program's national release date, would be reached "with ease."

Included in the sales to date, according to Mr. Sinn, are stations in major markets, including WXYZ Detroit, WCPO Cincinnati, KDKA Pittsburgh, WNAC Boston, KPRC Houston, WMIE Miami, KOOL Phoenix, WGY Schenectady, WXLW Indianapolis, WCOS Columbia and WBBC Flint. Major markets sold in Canada include Montreal, Toronto, Ottawa, Winnipeg, Calgary, Edmonton, London and Hamilton.

In its advertising and promotional campaign in behalf of the show, Ziv has stressed that the half-hour, five-day-a-week Skelton series has attracted local sponsors and has been purchased by stations in cities of all sizes.

WFBG-TV Altoona signs with AP for its Wirephoto service. L to r, Jack Snyder, managing director, WFBG-AM-TV; George P. Gable, president, Gable Broadcasting Co., licensee, and Paul Breining, AP field representative.

BMI, Capitol Offer Per Record Plan on Capitol Q Library

STATION licensees of BMI can now lease the "Capitol Q Library" for $1.50 per record for the full period from now to Jan. 1, 1958, in place of the usual rental of between $400 and $500 for one year, under a new agreement between BMI and Capitol Records.

In a letter sent last week to station managers and program directors, Glenn Dolberg, BMI vice president in charge of station relations, said: "The Capitol Q Library consists of 100 12-inch 78 rpm disks, with another 70 to be added by March 1, 1954. Capitol will lease this entire library to any station at a cost of $1.50 per disk."

BMI-Capitol agreement is cancellable by either side at the end of any contract year, but Mr. Dolberg expressed full confidence that it will run uninterruptedly until Jan. 1, 1958.

RCA OFFERS TO MODIFY EXISTING RCA TV TRANSMITTERS FOR COLOR AT NO EXTRA COST TO STATIONS

Every RCA Television Transmitter and Transmitter Antenna in use today was designed with color requirements in mind! However, some of the standards (as finally adopted) require closer tolerances than originally contemplated.

RCA has carefully tested every one of its Transmitter models for color performance and has determined exactly what transmitter modifications are necessary for each model. Information on these changes will be made available to every RCA transmitter owner.

RCA will furnish, at the time color terminal equipment is installed, a kit of transmitter modification parts, and will also provide an engineer to supervise installation of these modification parts—*at no extra charge to the Broadcaster!**

This will assure you of optimum color operation of your RCA Transmitter and Antenna. Moreover, once adjustments for color operation are completed—your transmitter will be in particularly good adjustment for monochrome.

*Details of the plan, for owners of RCA Television Transmitters, may be obtained from RCA Sales Offices or from the Broadcast Marketing Department, Camden, N. J.

RADIO CORPORATION OF AMERICA
Engineering Products Division
Camden, N. J.

NCAA TV UNIT TO 'SPREAD' TELEVISION

NCAA's Tv Committee, meeting in Chicago, says its 1954 plan will try to "spread television among as many colleges as possible."

NCAA will attempt "to spread television among as many colleges as possible" this fall while assuring any potential network tv sponsor of the best value for his money spent on restricted football telecasts under the association's 1954 plan.

This view was expressed following a two-day organizational meeting of the new NCAA Tv Committee in Chicago last week. At the same time, it was acknowledged that exceptions permitting local or regional telecasts of sectional games would continue where consonant with NCAA objectives, but no association member will be allowed to make any commitments now for live or filmed programs.

The new committee, formed Jan. 9, is headed by Harvey Cassill, athletic director, U. of Washington, Seattle, who reviewed the group's plans after the Monday-Tuesday sessions at the Hotel Sherman. He succeeds Robert Kane, Cornell U., as chairman. Only change in committee membership from 1953 involves the selection of Wilbur U. Hubbard, San Jose State.

Asa Bushnell, Eastern Collegiate Athletic Conference commissioner, was appointed tv program director for the third consecutive year.

The new unit has scheduled hearings on operational phases of the NCAA controlled football tv plan for Feb. 22 when it opens a three-day meeting in New York. Network and college representatives will be invited to submit their views. A second meeting is slated for sometime in March. The proposal will be in the mail to NCAA members for referendum vote by April 1.

Regional Plan Upcoming

The Western Conference is expected to submit a proposal for regional football telecasts at the New York meeting.

Views on drawing up a schedule of games that will appeal to the nation's viewers and network sponsor were offered by Mr. Cassill at a news conference. He said the committee is "not wedded to the 1953 plan" and an attempt will be made to correct certain weaknesses. The committee will seek, he said, to extend football tv "as broadly as possible" and has "a free hand" to implement objectives outlined at the NCAA convention earlier this year [B•T, Jan. 11].

He noted that 23 new schools were included in the 1953 football tv program—they had not been seen on tv the previous year—and NCAA will continue to strive for broad representation.

Under terms of the NCAA resolution, it was explained, it would be possible to have as many as eight regional games on tv a week. Mr. Cassill said General Motors, which sponsored the games on NBC-TV last year, has been "very cooperative" in its dealings with NCAA. He said every effort will be made to work with the new sponsor, not yet signed.

The committee discussed various aspects of the control program, including theatre and film or kinescope television, but reached "no conclusions," Mr. Cassill said. He added that "no contact is intended" by his committee with the National Professional Football League, which has invaded the traditional Saturday college domain and built viewer interest in pro contests.

Walter Byers, NCAA executive director, who presided over last week's sessions and was named secretary, denied published reports the tv committee will be set up along permanent lines. Present group will function for 1954 only.

Mr. Byers said the committee adopted this four-point platform of objectives on behalf of NCAA:

(1) To reduce, insofar as is possible, the adverse effects of live television of college football games on attendance, and on the athletic and physical educational program dependent on money received from that attendance.

(2) To spread television of games among as many colleges as possible.

(3) To provide football television to the public to the extent compatible with previous two objectives.

(4) To develop ways and means of utilizing television for development and promotion of college football.

New 1954 12-man Tv Committee comprises these members:

Eugene F. Flynn, Holy Cross, Dist. 1; Robert J. Kane, Cornell U., Dist. 2; Jeff Coleman, U. of Alabama, Dist. 3; H. O. (Fritz) Crisler, U. of Michigan, Dist. 4; Reaves Peters, Big Seven Conference, Dist. 5; Howard Grubbs, Southwest Athletic Conference, Dist. 6; E. L. Romney, Mountain States Conference, Dist. 7; Mr. Cassill, Dist. 8; Mr. Hubbard, San Jose State, small colleges (West); J. Shober Barr, Franklin & Marshall, small colleges (East); Mr. Byers, secretary; Mr. Bushnell, Eastern Collegiate Athletic Conference, tv program director.

SRA 'CRUSADE' ASKS SUPPORT FOR 1954

Station Advisory Board sends letter to radio station operators outlining Crusade's importance and activities.

EVERY radio station "which wants to see a strong, intelligent sales drive to increase national spot radio should get behind the Crusade [for Spot Radio] in 1954," the newly elected Station Advisory Board of the Crusade declared last week in a letter to the nation's radio station operators.

"If your station enjoyed a part in the big fall increase in national spot radio, credit a share to the Crusade," the letter began. "That is the considered opinion of the board."

Reporting on the board's first meeting Jan. 12 in New York [B•T, Jan. 18], the group reported that at that time "we were taken behind the scenes by Reg Rollinson, [Crusade's general manager], and for the first time could appreciate how highly effective this well organized, hard hitting sales effort is in developing national spot radio volume. We saw *tangible evidence* of new business and expanded national spot radio schedules that have resulted from the Crusade."

Beneficial Return Cited

Station support—at the cost of the daytime one-minute announcement rate each month—was urged for the "greatly expanded campaign" schedule for 1954. "One small order for only 12 one-minute announcements will pay your year's dues. With additional personnel," the letter stated, "plans call for more clinics, more direct solicitations of large advertisers, and expanded department to handle agency requests."

Crusade Fact Sheet, attached to the letter, reported that 30 clinics were held in the last nine months, with top advertiser and agency executives attending; that the Crusade daily answers agency queries, helps protect current schedules and develops new spot business; that it issued 78 bulletins to SRA members and secured ample publicity for the Crusade.

Fact Sheet also gave an example of the Crusade function of soliciting specific accounts, reporting an analysis of P & G radio audiences which revealed that less than 20% of the female soap opera audience is in the 20-30 age group, while this group comprises more than 45% of a local music block program. The Crusade recommended that P & G make "extensive use of local station personalities to reach young housewives."

Letter was signed "one for all and all for one" by the full Station Advisory Board: Harry Burke, KFAB Omaha; Richard H. Mason, WPTF Raleigh; Charles F. Phillips, WFBL Syracuse; Robert B. Jones Jr., WFBR Baltimore; William B. McGrath, WHDH Boston; Odin S. Ramsland, KDAL Duluth; Leslie L. Kennon, KWTO Springfield, Mo.; Philip Merryman, WICC Bridgeport; Ben Strouse, WWDC Washington.

PRSA Sees Color

SPECIAL demonstration of RCA-NBC compatible color television was held by NBC for members of the New York Chapter of the Public Relations Society of America last Wednesday to point up the value of color tv as a public relations tool. The showing, which was part of PRSA's monthly "case-history" luncheon with NBC as host, consisted of both live and filmed elements. After the demonstration, questions were answered by a group of NBC executives including Robert W. Sarnoff, executive vice president, and Barry Wood, color coordinator. Presiding at the luncheon was Kerryn King, first vice president of PRSA and director of public relations for the Texas Co. The program was arranged by Syd Eiges, NBC vice president in charge of press and a member of PRSA.

NARTB UNIT ISSUES 'JUVENILE' PLATFORM

Tv Information Committee supplies stations with ten-point "juvenile responsibility" platform to serve as a framework for local programming.

TEN-POINT platform of "juvenile responsibility" for tv stations, developed by the NARTB's Tv Information Committee, has drawn approval of a number of leaders in the field of youth guidance. The platform is designed to provide a framework around which local tv programs and announcements can be built.

TIC already has supplied member stations with background material on youth development along with a list of community agencies. Future kits will provide a method of exchanging ideas for local tv programs and outside staff activities.

"It should be emphasized that the committee is not inaugurating something new, but merely organizing an activity which most tv stations already are performing for the maximum benefit across the nation," TIC Chairman Harold E. Fellows stated. "For instance, we shall soon

WPTZ

now reaches 6,390,000 people . . .

2½ Million More Than Are in Our Armed Forces!

Call the roll of the millions in our Army, Navy, Marine Corps, Air Corps and Coast Guard—and you've counted little more than half of WPTZ's daily television coverage!

For WPTZ now delivers full coverage of 6,390,000 televiewers in an area of more than 15,000 square miles.

As a matter of fact, WPTZ—with maximum power on low band channel 3—now delivers a clearer, stronger signal to more people over a wider area than any other television station in Pennsylvania!

WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives: Free and Peters

WPTZ

First in television in Philadelphia

CHANNEL 3

Now Available

SKINNER'S SPOTLIGHT

2:00–2:30 Monday through Friday

George Skinner, Philadelphia's most popular conductor of women's shows; spotlights personalities with unusual occupations, hobbies or stories to tell. The man who runs Philadelphia's highest rated morning program has now added an afternoon show. An informal, human interest show that will sell your product or service in this area. Typical sponsors of Skinner's Spotlight include: Fels Naptha Soap, Seabrook Farms Frozen Foods, Pillsbury Mixes, Minute Man Orange Juice, Armour Meats.

what's up?

NETWORK TELEVISION IS UP. Set circulation is up to 28 million... viewing time to 132 million hours a day ...advertising investment to 227 million dollars—*each with a year's gain of more than 25 per cent!*

CBS TELEVISION IS UP. PIB figures, just released, confirm that advertisers invested more of their 1953 budgets on CBS Television than on any network for any year of broadcasting history.

They expressed this confidence in CBS Television because its program schedule won the greatest network popularity* *(with a 19 per cent lead at night and a 29 per cent lead during the day)*... because CBS Television brought this popularity into more and more markets *(up from 74 to 156 stations in one year)*... and because they were enabled to sell their products in American homes at the lowest cost per thousand in all television. **CBS TELEVISION**

**Trendex: Jan.-Dec., 1953*

be furnishing member stations with basic suggestions developed over several years' time by two of our committee members—Charles Vanda, WCAU-TV Philadelphia, and Richard Borel, WBNS-TV Columbus, Ohio."

J. Edgar Hoover, FBI director, told Mr. Fellows he felt "any of the steps in the 10-point outline of the NARTB will be a step in the direction of improving a wholesome appreciation toward fostering increased juvenile responsibility. This is one of the urgent needs of our times."

Philip B. Gilliam, Denver, president of the National Council of Juvenile Court Judges, said he believed "television is one of the most outstanding mediums in bringing juvenile delinquency to the attention of the public." He voiced approval of the NARTB program. W. I. Jameson, president of American Bar Assn., said the programs "to build juvenile responsibility are most commendable."

'Without Reservation'

The ten points were endorsed "without reservation" by R. E. Farrell, Red Wing, Minn., president of National Assn. of Training Schools. Tv stations were commended by Lee C. Dowling, chairman of the New York State Youth Commission.

Other members of the TIC Committee are David J. Jacobson, CBS-TV; Jack Harris, KPRC-TV Houston; Sidney Eiges, NBC-TV; Henry W. Slavick, WMCT (TV) Memphis; John W. Pacey, ABC-TV; Gerald Lyons, DuMont Tv Network, and Howard Chernoff, formerly KFMB-TV San Diego and tv applicant in San Francisco.

The NARTB 10-point outline follows:

1. Development of parent-child understanding and family relationships.
2. Development of religious and moral standards through religious training in the home and improved Sunday School and church attendance.
3. Provision of ample opportunities for constructive and healthful recreation — especially sports and other endeavors in which youthful energies and creativeness can be fully utilized.
4. Channelling of juvenile interest into the right kind of "gangs"—athletic teams, Boy Scouts, Campfire Girls, 4-H groups, etc.
5. Development of the proper kind of "heroes" for children to admire and emulate.
6. Meeting of children's desire for attention and recognition with standards similar to those criteria which bring favorable attention and recognition in adult life.
7. Early discovery of children with behavior and emotional problems and development of parental willingness to present such children for diagnosis and treatment.
8. Adequate community facilities for the handling of child education, medical and psychological treatment, and welfare.
9. Elimination of discrimination on the basis of race, religion or economic standing.
10. Development of juvenile interest and participation in the activities of the community and in the practice of citizenship.

WOOD TELLS WOMEN OF COLOR IMPACT

IMPACT of color on television commercials and programming was discussed by Barry Wood, executive producer in charge of color coordination for NBC, at a panel session on Feb. 6 of the Eastern Conference of the Advertising Federation of America Women's Advertising Clubs. The conference was held in New York Feb. 5-7 attended by 200 advertising women.

Mr. Wood, who was the television representative on a four-speaker panel considering "Showmanship in Color," pointed out that color tv has found "its heaven in the women's world of food and fashion." He added that color can be used successfully to project concepts that appeal to woman.

"Greater simplicity in advertising commercial techniques will be brought about by color television," Mr. Wood said. "More and more the product is going to sell itself. This simplicity should extend to the area of packaging, for the simpler the carton, the better designed it is, the better it televises."

Mr. Wood said that during this first year of color television, NBC is attempting to determine the added cost, if any, of color tv, and is constantly compiling cost data. He said the network felt color would not be a major cost item, but he personally believed that "the added sales impact of color" is worth the extra cost.

In a talk at the conference banquet on Feb. 6, Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam, made a plea for more respect for radio and television commercials. He pointed out that the commercials make possible the program, but contended that they often are short-changed budget-wise in planning a production, and often curtailed if a program is too long.

"All too often," Mr. Moran continued, "too many people—not including advertisers though—forget that every minute of commercial time is a golden one. And that when those minutes are used adroitly, radio and, already in lots of instances, television, can deliver an outstanding advertising value. Maybe the reason for that lack of commercials' acute importance in some of our minds is that we're apt to take them for granted."

TALK on "Tv's Impact on American Family Life" was delivered by Gerald W. Tasker (2d l), a vice president of Cunningham & Walsh, New York, at the February meeting of Television Assn. of Philadelphia. Shown looking at a C&W report on that subject are (l to r) Franklin Roberts, TAP president; Mr. Tasker; Paul Phillips, TAP program committee, and Walter Ericson, TAP vice president.

SCHOOL SPORTS DISCRIMINATION DECRIED

WMRN's Robert T. Mason hits high school-college abuses in RTES talk. Madison Square Garden official gives his side of tv coverage.

WHEN a school or college denies a broadcaster the right to serve his audience in covering its sports events, "it forces that broadcaster to fail in his public trust," Robert T. Mason, general manager, WMRN Marion, Ohio, declared Thursday in New York. Speaking at a luncheon meeting of Radio & Television Executives Society, Mr. Mason urged broadcasters to refuse to submit to "unrealistic discrimination."

"When a high school, such as one in Mansfield, Ohio, refuses a broadcaster the right to carry a football game because of fear of newspaper opposition, should the broadcaster quietly submit or carry his case to the courts?" Mr. Mason asked. "When a school or a college solicits cooperation of a broadcaster in promoting bond issues, operating levies or endowment fund campaigns and uses the broadcaster's time for its own benefit, is there any logical reasoning behind the charging of broadcast fees?" he asked.

Small high schools are getting money hungry, he declared. Lumping commercial sports promoters who restrict broadcast coverage with the schools and colleges, Mr. Mason said monopoly or exhorbitant fees are contrary to the American concept of freedom of information.

Ned Irish, executive vice president of Madison Square Garden, said his organization feels itself in the same position as William Morris, talent representative, of MCA, providing sports talent as they provide talent for variety shows and, like them, expecting to be paid for its services. "We think radio and television are tremendously helpful for us," Mr. Irish said, "but we don't think that we ought to pay to put other people into business to profit on our efforts."

He felt the competition with the Garden's box office was not primarily telecasts of its own events but all the other broadcast shows on the air.

Asked why the garden did not "black out" the New York area for its telecasts, Mr. Irish said that with 15 to 20% of the nation's tv homes within reach of the New York tv stations, no sponsor wants that much of his audience eliminated. That's why so many championship prize fights are being held in cities outside New York, where local blackouts mean less to the broadcast sponsors, he said.

Nathan Halpern, president, Theatre Network Television Inc., said pay tv performs a public service in making available telecasts of sports events without hurting their gate.

Summer fights shown in theatres via TNT have produced an average attendance of 90% of the capacity, he said, but maintained "broadcasting and pay tv are not mutually ex-

The Governor's boot went 45 yards

...and we started our 6th year of telecasting

Here's the picture. Halftime at Seattle's Memorial Stadium. More than 300,000 rabid football fans* watching KING-TV's big fifth-birthday telecast of the state high school football championship.

The Honorable Arthur B. Langlie steps back into punt formation. A hush falls over the stadium. The Governor rolls up his right pantsleg. He takes a deep breath. Then, with a great sweeping motion, he propels the ball downfield. The ball sails high, plummets to the field, and rolls to a stop. Good for 45 yards (at $10 a yard) and a cool $450 to the March of Dimes. Courtesy of KING-TV.

Frankly, we were just as pleased as Governor Langlie. It was the kickoff to our sixth year of telecasting in the Pacific Northwest. Back in 1948, KING-TV opened up operations by bringing this same game to a limited audience. Today, five years later, we boom into every corner of this prosperous Puget Sound country. KING-TV is a byword to almost a million people. And Channel 5 is the familiar address of an old and trusted friend.

But KING-TV isn't resting on its laurels. We're cooking up new ways to promote audience and advertisers every day of the week. Witness the picture of the Governor kicking the football. It made front pages all over the state.

So, if you're searching for a way to drum up sales in Western Washington, better give your Blair man a ring. We've got a big drum and there's hardly a soul who doesn't hear it.

100,000 WATTS • ABC

KING TV

CHANNEL 5 • BLAIR TV

FIRST IN THE PACIFIC NORTHWEST

Estimated sets 316,500 Jan. 1, 1954

clusive" and regular sports broadcasting to homes has nothing to fear from any form of pay tv.

James Lawrence Fly, New York attorney and former FCC Chairman, moderator for the sessions, said he could argue that the tremendous public interest in sports permits no right to withhold them from homes, via radio and television, and without payment, "so long as we buy beer and razor blades." But he could also argue, he said, that a sports event is private property. No one has the right to come in without payment to the owner.

ANPA-Justice Dept. Slate Parley on Anti-Trust Study

Newspaper publishers name committee to confer with investigators in regard to opening the association's files.

A COMMITTEE of the board of American Newspaper Publishers Assn. was authorized last week to confer with Judge Stanley N. Barnes, head of the Justice Dept.'s Anti-Trust Division, on the department's current study of advertising practices [B•T, Jan. 18 et seq).

The conference is expected "shortly," ANPA said.

Text of the association's announcement, which followed what was described as one of the board's regular sessions but was not otherwise amplified, said:

The board of directors of the American Newspaper Publishers Assn. has considered the request of the Dept. of Justice for the files of the association relating to advertising practices in the newspaper publishing field.

The board has authorized a committee of the board to discuss the request with Judge Stanley N. Barnes, head of the anti-trust division, so as to give information on operations of the association and seek further light on information which the department seeks. It is expected the conference with Judge Barnes will be held shortly.

The Justice Dept.'s study covers practices of all advertising media and has been described by Attorney General Herbert Brownell as having been in progress "for some time" and as involving "the matter of advertising commissions to determine if these involved any violation of the anti-trust laws." Mr. Brownell said that "this is simply a part of the general program of the anti-trust division" and "does not mean that action will necessarily follow."

Washington Broadcasters Hold State Copy Clinic

RADIO's penetrating power is more potent than ever, and can become even more effective for national, regional and local advertisers through better copy, Lee Hart Teegarden, formerly of Broadcast Advertising Bureau, told more than 70 representatives of Washington state radio stations and advertising agencies during a two-day copy clinic held in Seattle Feb. 4-5.

"We've known for a long, long time about radio's ability to create impressions—retained, lasting impressions—and the listener provides a testimonial every time he steps to the counter to buy. Copy provides the direct link between the advertiser and the consumer," she said.

Leo Beckley, president, Washington State Assn. of Broadcasters, which sponsored the clinic, announced that a sales clinic for Washington broadcasters will be held in conjunction with the spring meeting of WSAB scheduled for Apr. 9-10 in Spokane.

RTNDA, MEDILL SET TV SEMINAR MAY 18-21

THE second annual National Television News Seminar, sponsored by the Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, will be held at the Orrington Hotel, Evanston, Ill., May 18-21, it was announced last week by James A. Byron, RTNDA president and news director of WBAP-AM-FM-TV Fort Worth.

The seminar is designed for news directors and station managers and will feature lectures, discussions and demonstrations led by a "faculty" of news experts.

Last year the seminar was attended by directors and managers from 25 states.

Among the subjects to be discussed are: (1) how to get the most out of money spent on tv news, including a study of news department budgets, (2) increasing the station's revenue from tv news, (3) new developments in news programming, (4) challenge and production problems color will present to tv news, (5) setting up news film operation, (6) television news law, (7) taking advantage of tv news to attract and hold an audience, and (8) basic equipment needed for the news department.

Class is limited to 40 people—the first to apply will be accepted. Fee is $50, payable to National Television News Seminar, in care of Baskett Mosse, chairman of Medill's radio-tv department, Northwestern U., Evanston. Applicants should include their position.

NFAA's Officers, Plans Announced

NEW officers of National Federation of Advertising Agencies and plans for its first national convention were announced last week. NFAA headquarters in Los Angeles.

Elected president was Nat M. Kolker, Nat M. Kolker Advertising Agency, Philadelphia; first vice president, Perce Harvey Jr., Harvey Advertising Agency, Topeka; second vice president, Robert W. Maercklein, Maercklein-Nelson, Milwaukee; treasurer, Gil Sayward, Gil Sayward Assoc., Ft. Lauderdale, Fla.; re-elected national secretary, Mrs. Wanda Matthews, Byron H. Brown & Staff, Los Angeles.

Regional governors include Anthony Lease, American Advertising Agency, Seattle, Far Western; Alvin Jaffe, Jaffe-Naughton-Rich Advertising, Minneapolis, North Central; J. Howard Allison, J. Howard Allison & Co., Atlanta, Ga., Southern; Irving E. Blaine, The Blaine Co., Attleboro, Mass., Northeastern; R. K. Troxell, Troxell Advertising Agency, Houston, South Central.

The four-year-old agency group will hold a convention at Los Angeles' Statler Hotel March 5-7. Twenty-five U. S. and Canadian agencies will discuss projects for group, internal administration of small agencies, and new advertising methods and techniques.

Also announced by Los Angeles headquarters was the affiliation of Lester Harrison Inc., New York, with the association.

Broadcasters Named SDX Chairmen for '54

TWO broadcasters are numbered among the state chairmen who have been selected to carry on this year's activities of Sigma Delta Chi, the professional journalistic fraternity.

New chairmen identified with stations are Robert Thomas, KEX Portland, who will represent Oregon, and Joseph B. Wilder, WBAW Barnwell, for South Carolina. Other chairmen were chosen from ranks of newspapers with radio-tv properties.

Robert U. Brown, *Editor & Publisher* and SDX president, announced the list of chairmen, who will serve as personal representatives of the national president and the interests of members in their respective states.

RETMA Conference To Review Tv Survey

STEPS to promote uhf television and an advance review of the fifth Jerry Jordan survey on tv's past and future will feature the three-day conference of Radio-Electronics-Tv Assn. members. The meeting will be held Tuesday-Thursday at the Roosevelt Hotel, New York.

Mr. Jordan's report is titled "Television's Novelty Is Over—What Can You Expect Now?" It will be reviewed by J. B. Elliott, RCA Victor Div., chairman of RETMA's Sports Committee. The report will be released in late February. It will be discussed by the Set Division Executive Committee and Sales Managers Committee at separate sessions.

Ways of stimulating uhf television will be discussed by members of the Set Division Executive Committee, headed by Robert S. Alexander, Wells-Gardner & Co.

Joint Technical Advisory Committee will describe progress of its study of ways to reduce spurious emission and interference from tv receivers. The study is being conducted at the request of the FCC. A. V. Loughren, Hazeltine Electronics Corp., is JTAC chairman.

Legislative and administrative developments affecting various branches of the electronics industry will be reviewed by President Glen McDaniel and James D. Secrest, executive vice president. After group meetings Tuesday and Wednesday the Radio-Television Industry Committee and Electronics Industry Committee will meet. The board of directors session Thursday will wind up proceedings. Chairman Robert C. Sprague, Sprague Electric Co., will preside at the board discussion.

Sen. Potter to Present VOD Awards to Contest Winners

SEN. CHARLES E. POTTER (R-Mich.) will present scholarship and radio-tv console awards to the four winners of the annual Voice of Democracy contest at the annual luncheon to be held Feb. 24 at the Shoreham Hotel, Washington. Dr. Samuel Brownell, U. S. Commissioner of Education, will be luncheon m.c.

The four winners [B•T, Feb. 8] will participate in the annual Democracy Workshop the weekend of Feb. 20-21 at colonial Williamsburg, Va., along with a number of the state contest winners. During the Feb. 22 week they will visit President Eisenhower and other high Washington officials as guests of the VOD committee. The contest is conducted jointly by NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce.

Nebraskans Meet in April

ANNUAL meeting of Nebraska Broadcasters Assn. will be held April 8 at the Hotel Paddock, Beatrice, according to Bob Thomas, WJAG Norfolk, NBA president. The meeting will follow the area BMI program clinic to be held the same day.

WNAC

BOSTON—LAWRENCE

50,000 WATTS **680** ON THE DIAL

plus

28 Home Town Radio Stations

OF THE YANKEE NETWORK AND THE MUTUAL BROADCASTING SYSTEM

***Plus* MANY OUTSTANDING PROGRAMS**

INCLUDING

YANKEE HOME TOWN FOOD SHOW

Greater Network Coverage than any other New England Food Show

Monday thru Friday 1:15 – 1:45 P.M.

★ ★ ★ ★ ★

YANKEE NETWORK NEWS SERVICE

New England's Oldest and Largest Independent Radio News Service

8 A.M. 9 A.M. 10 A.M.

1 P.M. 6 P.M. 11 P.M.

***Plus* Promotional and Merchandising Aids**

Ask the Man from H-R **REPRESENTATIVES, INC.**

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

JOHNSON ASKS SENATE PROBE OF FCC'S LICENSE FEE PLAN

Coloradan introduces bill to amend Communications Act and permit FCC to charge only 'nominal' fees. Questions of inequities are also raised. Senator urges Commission to suspend proceeding.

THE SENATE Interstate & Foreign Commerce Committee now must decide what to do with Sen. Edwin C. Johnson's (D-Colo.) proposal that it study the broadcast license fee proposal.

In a bold move calculated to head off final action by FCC on an issue that has evoked wide interest in the industry, the Senator Tuesday told the Commission what he thought ought to be done and then rested his case with the committee.

• The Senator urged the FCC to step aside and let Congress take over.

• To show the way, Sen. Johnson initiated Senate action by introducing a bill that was referred to the Commerce group.

• And, at the same time, he called on the committee to explore the license matter in full by holding hearings on the bill.

Sen. Johnson's stand was explained in detail in a letter to FCC Chairman Rosel H. Hyde. (For full text, see page 121.)

The letter was delivered and the bill introduced as the Commission was gathering comments on its proposed schedule of fees, which includes a recommendation that $325 be charged for each broadcast application [B•T, Feb. 1]. This schedule was contained in a notice of rule-making with an April 1 deadline on coments.

In brief, Sen. Johnson's position was this: The Communications Act explicitly states that license grants do not give the licensee a proprietary interest in a frequency and nothing should be done to encourage a licensee to believe that he may be purchasing an equity.

Congress Wrote the Act

Sen. Johnson also reminded FCC that Congress wrote the Act. If FCC, by direction of the Budget Bureau, is departing from policy set by Congress in the Act, then the Congress ought to decide the merits of the case.

For the time being, Sen. Johnson urged the FCC "to suspend the proceeding until the Committee of Congress created to legislate on communication policy has had an opportunity to explore this matter thoroughly."

It was understood that Sen. Johnson will confer with Sens. John W. Bricker (R-Ohio), committee chairman, and Charles E. Potter (R-Mich.), chairman of the communications subcommittee, in an attempt to schedule an early hearing on the bill.

There was no immediate response from FCC after receipt of the Johnson letter.

The Senator absolved FCC from his criticism of the license fee proposal. Tracing the legislative history of the fee proposal, Sen. Johnson acknowledged that after the Budget Bureau directive, "some plan had to be suggested."

But, he asserted, "the chief considerations which dominate the [Communications] Act are and must remain the public interest and public responsibility," and thus "any departure" from the Act's principles "should be resolved by the Congress."

The Johnson bill (S 2926) would amend Sec. 4 of the Communications Act, permitting FCC to "prescribe nominal fees or charges for any inspection, certificate, registration, license, permit, or application issued or provided by the Commission in carrying out the provisions of this Act."

It was learned the bill is designed to serve a double purpose. By wording of "nominal" fees, the Senator intends to stir interpretation of what a "nominal" fee for a station should be. The other reason for an actual bill is to attract comments from government and industry.

Sen. Johnson warned that the proposal "designed to raise revenue to offset expenses incurred by the Commission . . . may merely create a monstrosity defeating the purpose for which it was intended." Among other questions, he asked who was to determine what portion of FCC's manhours is devoted to licensing, what type of accounting will be required and will an inspection service be required. He asked these questions:

Same for 100 w and 50 kw?

Should FCC levy the same $325 fee on a 100 w station and on a 50 kw outlet? And what would be the decision on charging a competitive tv application in a big market as compared to a non-competitive tv application to serve a less populous area?

Tenor of the scattered comments thus far filed with the FCC was indicated by the resolution submitted by the South Carolina Radio & Television Broadcasters Assn. It warned that "filing fees presents danger to the broadcasting industry," and recommended that copies of the resolution be forwarded to the South Carolina congressional delegation and the governor of the state.

As an example of more detailed comments, Joseph Brenner, Hollywood radio attorney and one-time FCC west coast attorney, made two points in his filings with the Commission. He opposed the FCC's proposal on the ground that the Commission's activity in processing broadcast and other applications was in the public interest and not for the benefit of private individuals.

If the FCC is forced to adopt a license fee, Mr. Brenner recommended an *ad valorem* schedule based on estimated construction costs. In this way, he said, distinctions could be made between a small, low powered station in a small community and a large 50 kw clear channel station in a metropolitan area. It would also serve to differentiate among am, fm and tv applications, he said.

He also urged that any fee schedule take into account whether an application must go through hearing or not. Some provision for reimbursement to the government for hearings held in the field should also be made, he said.

Question of whether or not networks would file any comments remained unanswered last week. Unofficial consensus, according to informed sources, was that the proposal is difficult to oppose and the networks will not do so.

The Federal Communications Bar Assn. does not intend to submit comments pro or con. President Vincent B. Welch, Welch, Mott & Morgan, said last week. Attorneys representing various types of clients do not wish to take sides, it was understood.

A special committee on rules of the Association of Federal Communications Engineers will examine the proposal and report to the membership, Frank G. Kear, AFCCE president, reported. The committee is under the chairmanship of Robert E. L. Kennedy, Kear & Kennedy.

NARTB is studying the proposal, it was reported, but has not made up its mind whether or not to file comments.

Consensus—It's Unfair

Bulk of unofficial comments by Washington radio attorneys and engineers was that the proposed flat fee for broadcast applications was unfair. One attorney claimed that the proposed $325 charge for each application bore no relationship to the cost of processing applications for various facilities. Another said the flat fee idea was like putting the same price on a Model T Ford and a Cadillac. A pungent comment by one engineer took exception to the high charge proposed for a facility which the Communications Act specifically withholds from private ownership.

Several attorneys took serious views of the legality of charges for broadcast applications. One declared that the imposition of fees would change the whole philosophy of radio legislation and would result in the licensee acquiring property rights in frequencies. He also foresaw future increases in fees to the point where applications for stations would be "up for sale."

Ready With the Cash

MAYBE he's someone who believes he should pay "for services rendered." Or then again he may be a good Republican, eager to cut government expenditures. In any event, an unidentified Port Clinton, Ohio, yacht owner applied last week to the FCC for a radio-telephone authorization for his pleasure craft—and enclosed a check for $10. This was the fee proposed for safety and special radio services applications in the Commission's notice three weeks ago [B•T, Feb. 1].

P. S. The $10 will be returned, since the fee is only a proposal as yet.

A FIVE-MAN Subcommittee on Communications, an arm of the Senate Interstate & Foreign Commerce Committee, has been newly set up [B•T, Feb. 8]. The Senators on the subcommittee are (l to r) Chairman Charles E. Potter (R-Mich.); Republicans Dwight Griswold (Neb.) and Andrew F. Schoeppel (Kan.); Democrats John O. Pastore (R. I.) and Lester C. Hunt (Wyo.). The license fee question may be first on the agenda.

every TV station needs

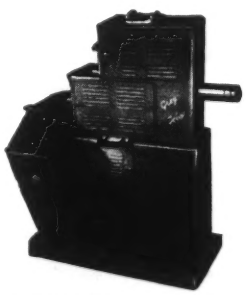
LOW COST COMMERCIALS

that local sponsors can afford

Here's how the GRAY Telop screens out high production costs

Install a Gray Telop as part of your basic TV broadcast equipment for commercials . . . "screen" out high production costs! Use with any television film camera, including the new Vidicon camera. Projects opaque cards, photographs, artwork, 3¼" x 4" transparent glass slides, strip material, **even** small objects . . . pens, watches, cigarette lighters, pipes, etc., or small models of large products.

A Gray Telop . . . at low initial cost . . . projects these economical materials and small objects with all the professional versatility of major "network" effects . . . **without** using costly film strips or live talent. Sponsors' copy can be prepared quickly, easily, for a variety of effects that is virtually unlimited. Gray's Telop will help you to sell more revenue producing commercials . . . Increase Your Profits!



GRAY TELOP I

Seeing is Believing

- Gray Telop projection of commercials must be seen to be appreciated . . .
- You get dual projection, superposition, lap dissolve, fade-out . . . with a single lens system.
- You can project 'cinematic', exciting visual effects for greater audience interest . . .
- Your Gray Telop will pack punch and profit into every minute of your TV commercials . . . at a price that local sponsors can afford!

GRAY TELOP II

GRAY RESEARCH

AND DEVELOPMENT CO. Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WRITE FOR:
Visual proof of the profit making potential of Gray Telops. Request "TV Anytown," the completely illustrated, detailed description of Gray Telops.

Yes, WFDF is FIRST in the largest General Motors plant city in the world. FIRST in this market of 287,000 people that spent $325,184,000. retail dollars last year out of their family incomes which are 40% higher than the national average. Flint is a GROWING market and WFDF is growing with it! Join the smart time-buyers who insist on WFDF—FIRST in "FABULOUS FLINT":

Above figures from Sales Management "Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

GOVERNMENT

1 Vhf, 4 Uhf Permits Are Granted by FCC

Vhf ch. 8 goes to WCHS Charleston, W. Va., as former competitor Capital Tv Co. gets 40% interest. Uhf CPs are issued to Chicago, Tulsa, Wausau and El Centro.

FIVE new tv stations were authorized last week as the FCC issued three non-hearing grants and made final two initial decisions.

Non-hearing grants went to Valley Empire Telecasters, for uhf ch. 16 at El Centro, Calif.; WOSA Wausau, Wis., for uhf ch. 16 and to WOPA-AM-FM Oak Park, Ill., for uhf ch. 44 at Chicago.

Final decisions, making effective immediately earlier hearing examiners' initial decisions, went to Arthur R. Olson for uhf ch. 17 at Tulsa, Okla., and to the Tierney Co. (WCHS) for vhf ch. 8 at Charleston, W. Va.

At El Centro, the uhf ch. 16 grant was made possible by the dismissal of the competitive bid of Sidney A. Franklin Jr. Valley Empire is owned equally by William B. Ross, public relations and advertising agency owner, and W. G. Ross, banker.

WOSA Uncontested

WOSA Wausau was uncontested for the ch. 16 assignment, having amended its earlier application for ch. 7, sought by WSAU there and Wisconsin Valley Television Corp. Sole owner of WOSA is Rep. Alvin E. O'Konski (R-Wis.).

WOSA-TV plans to be in operation by July 1 with local simulcast programming, it was reported. No network affiliation is contemplated.

WOPA was sole bidder for uhf ch. 44 at Chicago. The permittee, headed by Egmont Sonderling, plans to be in operation by the end of the year.

At Tulsa, finalizing of the uhf ch. 17 grant to Arthur R. Olson was made possible by the dismissal of the competitive bid of Tulsa Tv Co., which is reimbursed $27,000 for expenses incurred in filing its application.

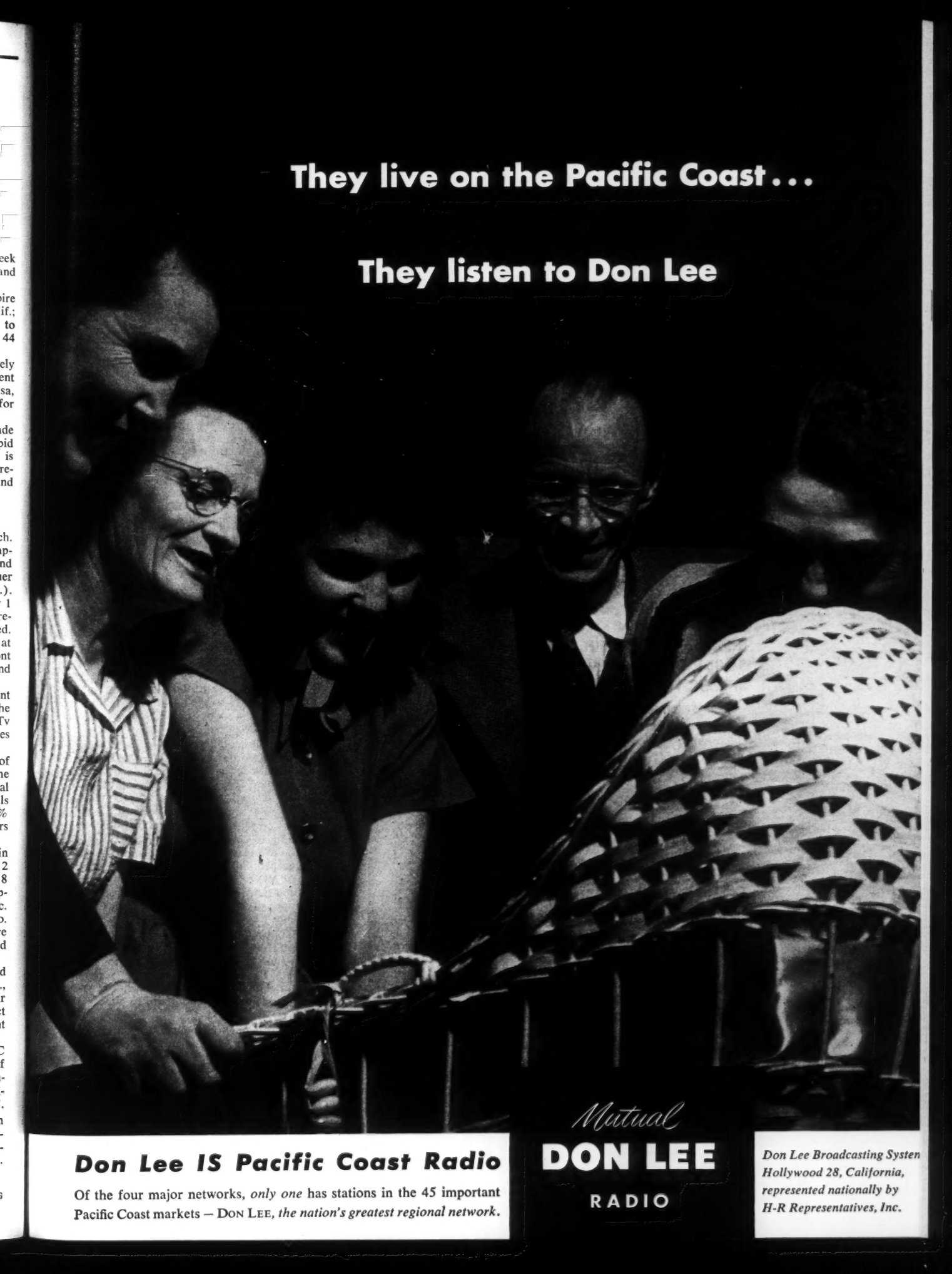
In the Charleston, W. Va., case, the grant of the ch. 8 facility to WCHS was enabled by the dismissal of the competitive bid by Capital Television Inc. The merger agreement calls for a new company, WCHS-TV Inc., to be 60% owned by Tierney Co. and 40% by stockholders of Capital Tv [B•T, Feb 1].

Meanwhile, FCC designated for hearing in Washington beginning March 12 vhf ch. 2 applicants at Bangor, Me., and the uhf ch. 18 contestants at Fayetteville, N. C. Bangor applicants are Murray Carpenter & Assoc. (WGUY) and Maine Broadcasting Co. (WLBZ). Contestants at Fayetteville are Fayetteville Broadcasters Inc. (WFLB) and Ralph E. Hess (WFAI).

Uhf ch. 63 WAZL-TV Hazelton, Pa., and uhf ch. 21 WEOK-TV Poughkeepsie, N. Y., were advised by the Commission that their applications for additional time to construct cannot be granted on the basis of present showing.

On petition by KALE Richland, Wash., FCC announced proposed rule-making to delete vhf ch. 3 from Lewiston, Idaho, and add the channel to Richland. Uhf ch. 32 would be substituted at Lewiston. Coments are due March 15.

FCC turned down petition by WEBC Duluth for reconsideration of an earlier decision changing the allocations table with respect to assignments in Minnesota and Michigan [B•T, Dec. 7, 1953].



Don Lee IS Pacific Coast Radio

Of the four major networks, *only one* has stations in the 45 important Pacific Coast markets — DON LEE, *the nation's greatest regional network.*

Mutual
DON LEE
RADIO

Don Lee Broadcasting Systen Hollywood 28, California, represented nationally by H-R Representatives, Inc.

STORER ASKS TO RETAIN KPTV (TV) UNTIL FCC ACTS ON 7-OUTLET PROPOSAL

Storer says it will dispose of one of its five vhf stations, but asks FCC indulgence in a request for 'temporary' ownership of KPTV (TV) Portland until the final disposal of FCC's 7-station ownership tv proposal. It would operate vhf WXEL (TV) Cleveland.

HINTING that the fate of the nation's pioneer commercial uhf station, ch. 27 KPTV (TV) Portland, Ore., may have broad influence on the progress of uhf nationally, Storer Broadcasting Co. petitioned FCC last week to allow acquisition of the station as part of its $8.5 million purchase of Empire Coil Co., also including vhf ch. 8 WXEL (TV) Cleveland [B•T, Jan. 11]. The petition accompanied formal transfer applications for both KPTV and WXEL.

Storer proposes to dispose of one of its five vhf stations—the maximum allowed under Commission rules to any single entity—in order to assume operation of WXEL, but asks waiver of the multiple ownership rule to permit "temporary" operation of KPTV as a sixth station.

The temporary ownership would continue until FCC settles its current proposal to allow five-vhf station operators to acquire two additional uhf facilities, now under fire from Capitol Hill [B•T, Feb. 8]. Should FCC not allow the additional uhf properties, Storer said it would promptly dispose of KPTV.

Current Storer holdings include WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, KGBS-AM-TV San Antonio, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va. To avoid a "forced sale," Storer did not disclose which vhf outlet would be sold to meet the five-vhf station rule.

Herbert Mayer, with his family, sole owner of Empire Coil, transformer manufacturer at New Rochelle, N. Y., told the Commission he was required to sell because of his health and in order to devote time to his family.

Storer Broadcasting, headed by pioneer broadcaster George B. Storer, told the Commission the acquisition of Empire Coil and its two stations "represents a great challenge and opportunity which will enable [Storer Broadcasting] to take a step forward towards the goal of developing the company as a strong, public-minded, representative of independent broadcast operations through the country."

Purchase of Empire Coil is for $6 million cash and the adjusted balance of $2.5 million in 4½% notes.

Competitive Picture

Storer pointed to the competitive picture at both Portland and Cleveland as basis for prompt action upon its waiver petition and the transfer applications.

Citing Mr. Mayer's initiative in establishing KPTV, termed "the 'bell-cow' of the uhf service," Storer argued that because of new vhf competition KPTV is facing a critical period and must be strengthened technically and program-wise to survive. KOIN-TV Portland is now operating on vhf ch. 6.

Storer proposes to boost KPTV's effective radiated power to 200 kw by installing new equipment as soon as FCC approval to the transfer is given.

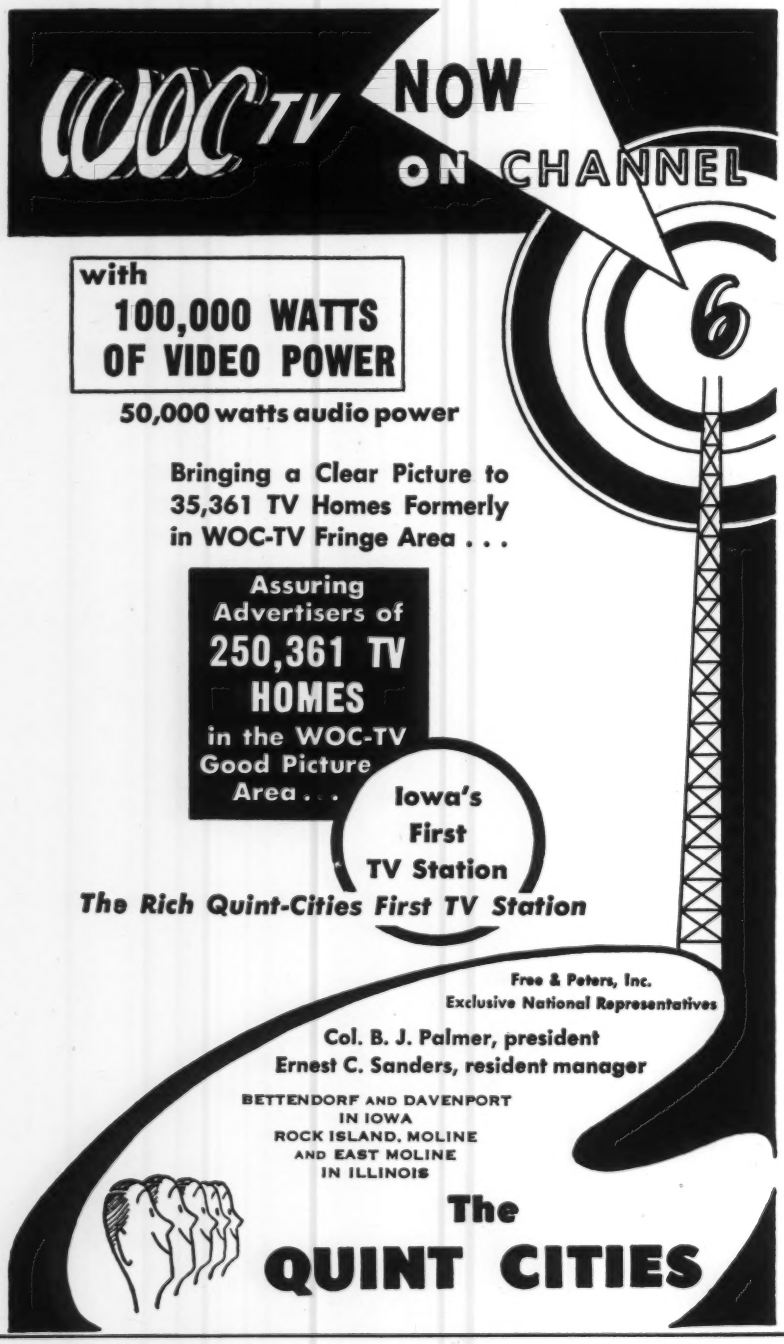
"Any substantial decline in the fortunes of uhf in the Portland market may well constitute serious discouragement in the future growth and development of the uhf service," the Storer petition alleged. "Failure to act promptly upon the instant transfer will seriously handicap KPTV," it said. KPTV is an NBC affiliate.

Citing in detail the "substantial competition" of radio and tv in the Cleveland market, the Storer petition urged that any delay in transfer of WXEL "may tend to lessen such competition and adversely affect the competitive position of WXEL," an ABC and DuMont affiliate.

Empire Coil in late December sold uhf ch. 25 KCTY (TV) Kansas City for $1, plus assumption of certain obligations, to DuMont [B•T, Jan. 4] and subsequently surrendered construction permits for uhf ch. 67 WNES (TV) Indianapolis and uhf ch. 26 KDEN (TV) Denver.

Empire Coil lost about $750,000 on KCTY, which becomes DuMont's "fifth" outlet because of ownership tie with Paramount Pictures Corp., licensee of KTLA (TV) Los Angeles [B•T, Jan. 11]. DuMont already owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh.

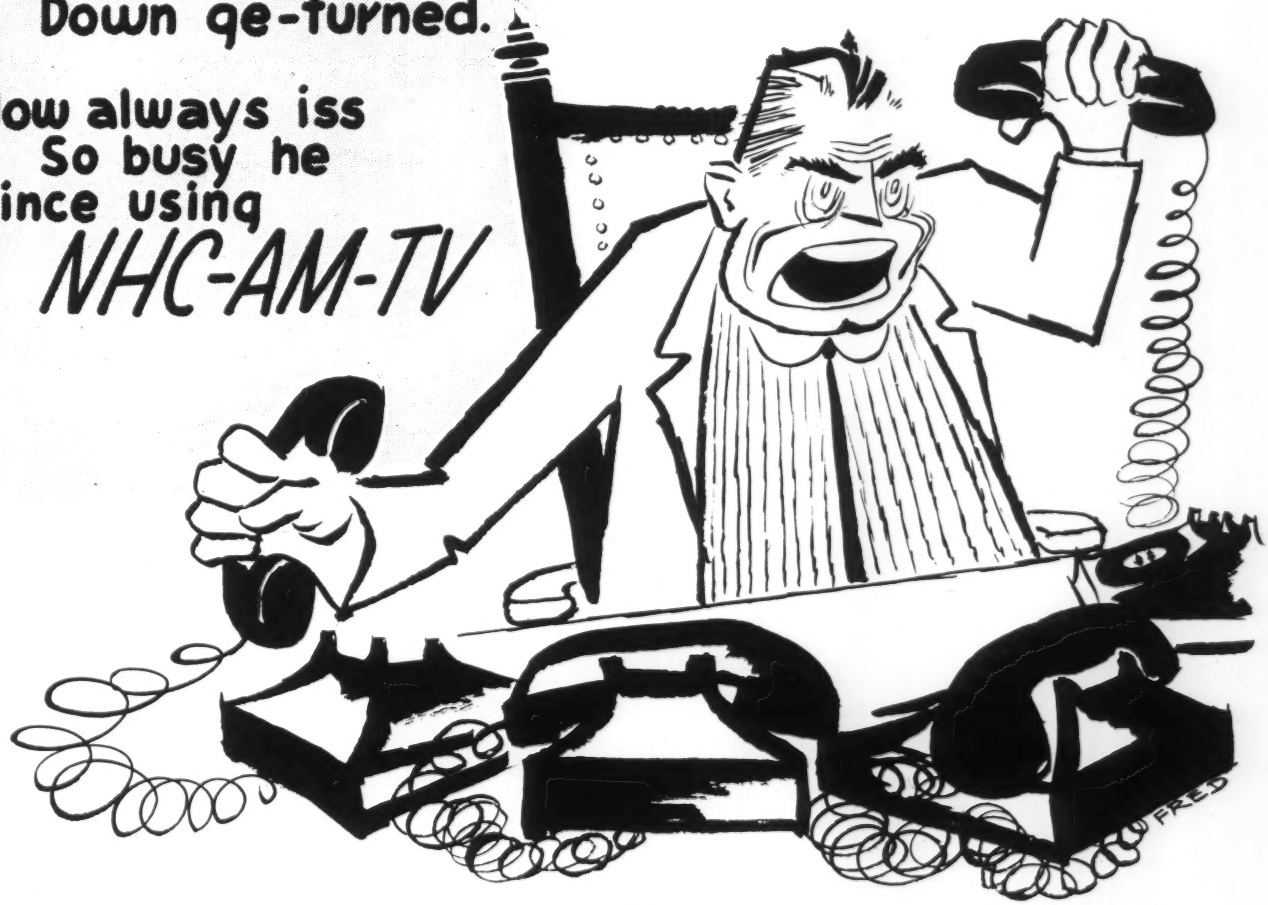
Mr. Mayer and his family sold all 376 shares outstanding in Empire Coil to Storer. As of Oct. 31, 1953, Empire Coil's net indebtedness was reported at $905,150.34. Current assets were $1.36 million, fixed assets $1.77 million



* Gelausedup English

For lunch ge-tried
To call up Ed
Und up-ge-called
Sein self instead.
He iss sure plenty
Up-geburned
Has his own offer
Down ge-turned.

Now always iss
So busy he
Since using
NHC-AM-TV



WNHC AM FM TV
NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

VHF
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

Reaching MORE PEOPLE

IN THE RICH OREGON MARKET

★ **KOIN-TV is Oregon's *most powerful* station**

KOIN-TV's strong 56,000 watt signal (soon to be 100,000 ERP) plus a towering antenna height of 1,114 feet above average terrain is resulting in effective coverage of far more area in the rich Oregon and Southern Washington market than any other Portland station. Set sales are skyrocketing!

★ **KOIN-TV is Portland's only VHF station**

KOIN-TV's sharp VHF signal is the only television reaching many shadow areas. Reception and picture quality are excellent.

★ **More people mean more sales**

KOIN-TV's tremendous coverage—its great lineup of CBS and selected ABC shows, as well as solid local programming has built a loyal, responsive audience. Write, wire, or phone for availabilities and complete market data. KOIN-TV is your best buy in this rich Oregon market.

KOIN-TV

CHANNEL 6 · PORTLAND, OREGON

CBS TELEVISION

Avery-Knodel, Inc.—National Representatives

and total assets $3.23 million. Current liabilities totaled $1.28 million and other liabilities $1 million with surplus in excess of $830,000. Book value of fixed assets after depreciation, listed the New Rochelle plant at almost $900,000, WXEL at 700,000 and KPTV at some $410,000.

In the sale agreement, Mr. Mayer agrees not to enter the radio-tv or manufacturing business in competition with Storer for five years. The manufacture of printer circuits or transistors, however, was specifically termed not in competition.

Mr. Mayer gave these reasons to FCC for selling his holdings:

> Of late, I have begun to feel adverse physical effects from too many energy consuming activities. They have taken their toll on me and I want to try to recapture some good sound health by taking a rest from the strain to which I have constantly been subjected over the past ten years.
>
> In addition to personal matters of health, I find that I have of necessity been so preoccupied with the variety of complex business problems affecting different branches of the company that I have in too many ways neglected my family. As a result, I feel almost a stranger to our five children who, in a real sense, have been growing up without the full measure of a father's companionship and guidance. I know that they have missed that closer relationship to which they are entitled, but which I have not had the time to give them. I have been obliged to be away from home so much and have been so busy while at home that the same has also been true insofar as Mrs. Mayer is concerned.
>
> After careful deliberation, therefore, I decided recently to retire from complex business activities, at least for the present. It became my objective, therefore, to try and find someone who was pre-eminently qualified to assume the control and administration of WXEL, KPTV and our manufacturing plant in New Rochelle. I believe I have found such a person in George Storer.

To Increase Indebtedness

According to the transfer applications, Storer Broadcasting Co. will increase its funded indebtedness from some $4 million to $12 million to facilitate the Empire Coil purchase. Loans would be obtained from the Society for Savings and the National City Bank, both Cleveland.

As of Dec. 31, 1953, Storer Broadcasting's balance sheet showed current assets of $6.59 million and property and plant equipment of $6.59 million (less $2.6 million depreciation). Total assets were $17.49 million. Current liabilities were $5.48 million with long term debt $4.08 million. Net income, after federal and state taxes, totaled $1.46 million in 1952 and $1.97 million (unaudited) in 1953, FCC was told.

Besides its domestic radio-tv holdings, Storer is 95% owner of Television del Caribe S. A., permittee of vhf ch. 11 CMTV (TV) Havana, Cuba.

Mr. Storer and his family are majority common stockholders in Storer Broadcasting. Jefferson Standard Life Insurance Co. owns 14,500 shares 7% cumulative preferred stock, 96.66% of Storer's total preferred issue, but exercises no voice in corporate affairs. Investment agreement was approved by FCC, since Jefferson owns WBTV (TV) Charlotte and WPDV (TV) Florence, S. C., and has 16.59% of WFMY-TV Greensboro, N. C.

Storer told the Commission it proposes no changes in the operating personnel of either KPTV or WXEL "pending an on-the-spot study of the personnel situation."

WXEL executives include Franklin Snyder, general manager; Benjamin Wichham, program director, and Harold Brinkman, chief engineer. The station employs 101 persons, with 45 in programming, 25 commercial and 31 engineering.

Executives at KPTV include Russell K. Olsen, station manager; Charles R. White, commercial manager; William H. McAllister,

IMPACT!
AUDIENCE!

IN FOUR-TV STATION
UHF-VHF OKLAHOMA CITY

CHANNEL 25
KTVQ

Proves Itself — Proves Sales Ability

Read:

KTVQ GETS $10,943.00 IN TELETHON

Starting Saturday, January 30 at 10 pm KTVQ stayed on the air all through the night until 3:30 pm Sunday to rack up more than $10,000 for the March of Dimes.

It is important to note that in that time KTVQ registered more than 8,000 telephone calls, with names and addresses, on its special 30 phone switchboard.

DOUBLY IMPORTANT—The March of Dimes campaign in Oklahoma had used every avenue to raise money—this was a tough clean-up final push—yet in a 4-station UHF-VHF market more than *8,000 called us.*

If it's eyes and ears you want—we've got 'em.

JOHN ESAU
PRESIDENT

Represented Nationally by H-R TELEVISION

chief engineer; Gene N. Ragle, program director, and D. Donald Lonie, advertising director. The station employes 73, with 27 in programming, 18 engineering, 9 commercial and 19 office and administrative.

Storer Broadcasting gave in part the following reasons in support of its proposed purchase of Empire Coil.

[Storer Broadcasting] believes that the acquisition of these stations furnishes the opportunity to extend the operations of the company to important communities and to bring to the people of these communities the best possible television service within the experience and capability of the company. It further believes that its ownership and operation of these stations will serve the public interest by (1) enabling it to improve the technical service rendered by the stations, (2) improve the program service rendered by the stations, by increasing its success in obtaining high quality local, film and network programs, (3) improve the service rendered to advertisers, both local and national, (4) promote diversity of the media of communications and advertising in the area, particularly in the Cleveland area where the existing vhf stations are owned by a network and a large newspaper, (5) increase the effectiveness of the stations in cooperating with local civic, governmental, educational and charitable institutions, including the use of such means as are available to encourage noncommercial educational television, and (6) tend to equalize the competitive position of the three vhf stations in Cleveland and the competitive position of uhf station KPTV in Portland with the vhf stations serving that area.

In addition, with respect to the acquisition of uhf station KPTV, Storer welcomes the opportunity to obtain first-hand operational experience with the problems of uhf with a view to utilizing such experience in other areas. . . .

Storer believes that its operational practice of placing the day-to-day operations of its stations primarily in the hands of a station manager, who is expected to have or acquire complete familiarity with the needs and desires of the community, supplementing his efforts by the experience of the company generally, affords a sound basis for integrating the activities and service rendered by the station into the community it serves.

Finally, Storer believes that the acquisition of these stations represents a step that will be beneficial to the general interest of the company and its stockholders. The company's experience gained in the operation of radio and television stations in the state of Ohio, as well as in similar areas, and its familiarity with the needs and desires of the public in such communities, should enable the company to achieve its objectives in requesting the transfer.

CBS-ZENITH HEARING PROPOSED BY FCC

The Commission orders Zenith's 1948 tv application reinstated and revokes order which moved WBKB (TV) Chicago from ch. 4 to 2.

FCC told CBS and Zenith Radio Corp. last week that it looked as if there would have to be a hearing between them to see who should be granted permanent occupancy of Chicago's vhf ch. 2.

Bowing to a U. S. Court of Appeals order last month that the FCC's dismissal of Zenith's application for ch. 2 was in error [B•T, Jan. 25], the FCC ordered: (1) Zenith's 1948 application for the low-band frequency reinstated, and (2) revoked the show cause final order which moved the then WBKB (TV) Chicago from ch. 4 to ch. 2.

CBS bought the WBKB facilities from American Broadcasting-Paramount Theatres Inc. early last year for $6 million. Pending settlement of the court case, the Commission authorized CBS to operate the station (now WBBM-TV) on ch. 2 temporarily.

In line with the court's ruling, the Commission sent McFarland letters to both CBS and Zenith indicating the necessity of a hearing. It asked CBS to file a formal application to change WBBM-TV from ch. 4 to ch. 2. It also asked Zenith to bring its reinstated application up to date with regard to finances and engineering.

It warned CBS that its temporary authority to operate on ch. 2 gave it no rights in a hearing and that any expenses incurred in the move would have no weight in the hearing. This is in line with what the court ordered when it permitted the FCC to authorize CBS' temporary operation.

Just what Zenith's attitude will be to the Commission's action last week was unknown at the week's end. During argument before the court, Zenith counsel emphasized that Zenith claimed the right to a hearing with Balaban & Katz, the then licensee of WBKB, and not with CBS.

House, Senate Bills Pending Would Amend Sec. 309 (c)

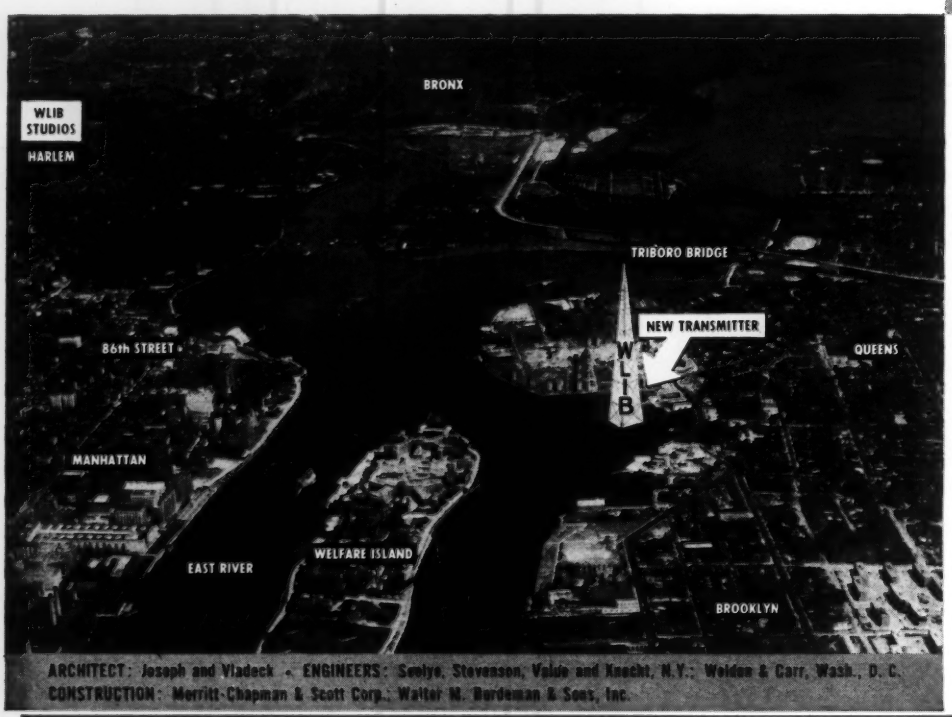
BOTH HOUSES of Congress now have legislation pending which would clarify the so-called "protest rule" provision of the Communications Act [B•T, Feb. 8, 1].

Rep. Charles A. Wolverton (R-N. J.) introduced a bill (HR 7795) last Monday at the FCC's request. Sen. John W. Bricker (R-Ohio) has offered a similar bill (S 2853) in the Senate.

Rep. Wolverton, chairman of the House Interstate & Foreign Commerce Committee, also inserted in the *Congressional Record*, the

OPERATION BIG VOICE

ON THE AIR FEBRUARY 15



ARCHITECT: Joseph and Vladeck . ENGINEERS: Seelye, Stevenson, Value and Knecht, N.Y.; Weldon & Carr, Wash., D. C.
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WLIB

NEW TRANSMITTER IN THE HEART OF NEW YORK CITY!
(in East River opposite 86th Street)
1.8 miles from Harlem
3.0 miles from East Bronx
4.8 miles from Bedford-Stuyvesant
4.9 miles from Jamaica

50% CLEARER
50% STRONGER
RECEPTION EQUAL TO
ANY NEW YORK STATION

THE ONLY STATION WITH STUDIOS IN HARLEM . . .
the City within a City

WLIB
207 East 30th Street
New York 16, N.Y.
Oregon 9-2720

THE COMPANIES YOU KNOW— KNOW SCREEN GEMS TV COMMERCIALS

SCREEN GEMS
Producers of Film Commercials for TV for

AMERICAN TOBACCO COMPANY
AMOCO GAS
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CAMELS
CAMPBELL'S PORK AND BEANS
CARLINGS ALE
CHEVROLET
CHESTERFIELDS
CHRYSLER
COCA-COLA
CROSLEY
DUMONT
ELGIN WATCH
ETHYL CORP.
FORD MOTOR CO.
FORD FOUNDATION
GENERAL MOTORS
GERBER'S BABY FOODS
GORHAM SILVER
HELENA RUBINSTEIN
IMPERIAL OIL
IPANA
JERGENS LOTION
LEES CARPETS
LIGGETT & MYERS
LUCKY STRIKE
MOTOROLA
OLDSMOBILE
PALL MALL
PEPSI-COLA
PIEL'S BEER
PLYMOUTH
PROCTER & GAMBLE
PRUDENTIAL INSURANCE
SCHAEFER BEER
U. S. STEEL CORP.

FOR THE SECOND YEAR IN A ROW
SCREEN GEMS
produced
TV COMMERCIALS
for FORD and LUCKY STRIKE
named best by the **FAME POLL**

LUCKY STRIKE
FORD
CHEVROLET
USS STEEL
OLDSMOBILE!
PLYMOUTH
Camels
PALL MALL
Coca-Cola "Coke"
CHRYSLER
Schaefer
JELL-O PUDDING and PIE FILLING FIVE FLAVORS
PEPSI-COLA
Schlitz
Motorola
CARLING'S Red Cap Ale

SCREEN GEMS INC.
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 WEST 49th STREET, NEW YORK CITY
Circle 5-5044

Wherever you

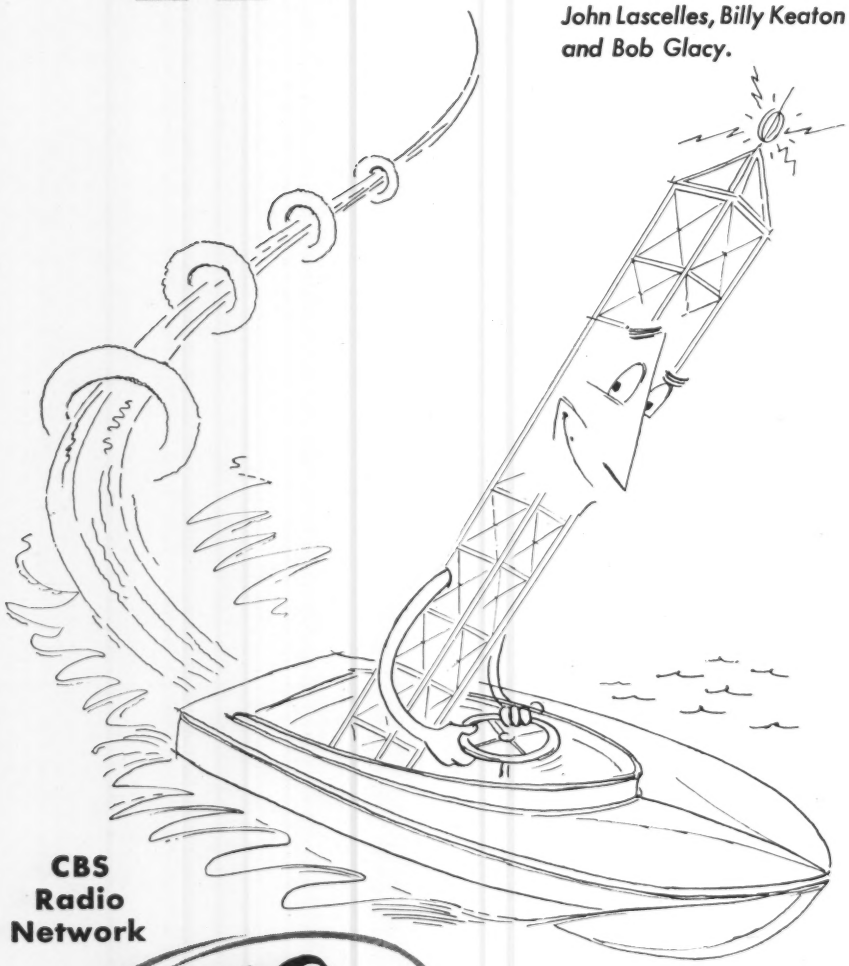
WGR

o there's

Radio

You're going places—*everywhere*—when WGR carries your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: Record audiences tune in daily . . . morning, afternoon and night . . . to WGR's "top three" disc spinners—John Lascelles, Billy Keaton and Bob Glacy.



CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

FCC's statement on the proposed legislation affecting Sec. 309(c) of the Act.

The proposal would end an automatic stay of a protested station grant which now is mandatory, and the hearing on charges required by the Act could be a paper proceeding instead of an oral case.

Neither the House nor Senate Commerce Committees has scheduled consideration of the FCC request.

STODOLA NEW FCC CHIEF EXAMINER

EDWARD T. STODOLA, Civil Aeronautics Board hearing examiner, was appointed Chief Hearing Examiner of the FCC last week.

The appointee, who has served with the CAB for 11 years, is considered by his colleagues as one of the three top examiners in the aviation regulatory field. He is a specialist in economic matters—rates, routes and franchises.

Mr. Stodola will be the FCC's second chief examiner. In March 1950, the late J. Fred Johnson was named to that post. Mr. Johnson died in May of the same year. There had been no chief examiner before then.

As FCC chief examiner, Mr. Stodola will supervise 17 hearing officers. Until a year ago, the FCC's examiners numbered seven; with additional funds in last year's appropriation earmarked for tv processing, the Commission named ten additional examiners.

Mr. Stodola was born in Luxemburg, Wis., Nov. 1, 1908. After graduating from state normal school in 1928, he taught in primary and secondary schools, becoming principal of the Rio Creek, Wis., junior high school. In 1934 he entered the U. of Wisconsin, receiving a Ph.B. in 1938 and an LL.B. in 1941. He also did graduate work in economics at Stanford U. in 1938.

MR. STODOLA

Following law school, he joined the Federal government in 1941 as an assistant attorney for the Bituminous Coal Division. In 1942 he transferred to the Civil Aeronautics Board as an attorney in the General Counsel's office. In 1943 he was appointed a hearing examiner.

During World War II, Mr. Stodola served as a lieutenant in the U. S. Coast Guard, sitting as a hearing officer in merchant marine cases in New York and Mobile, Ala. He returned to civilian life and the CAB in 1946.

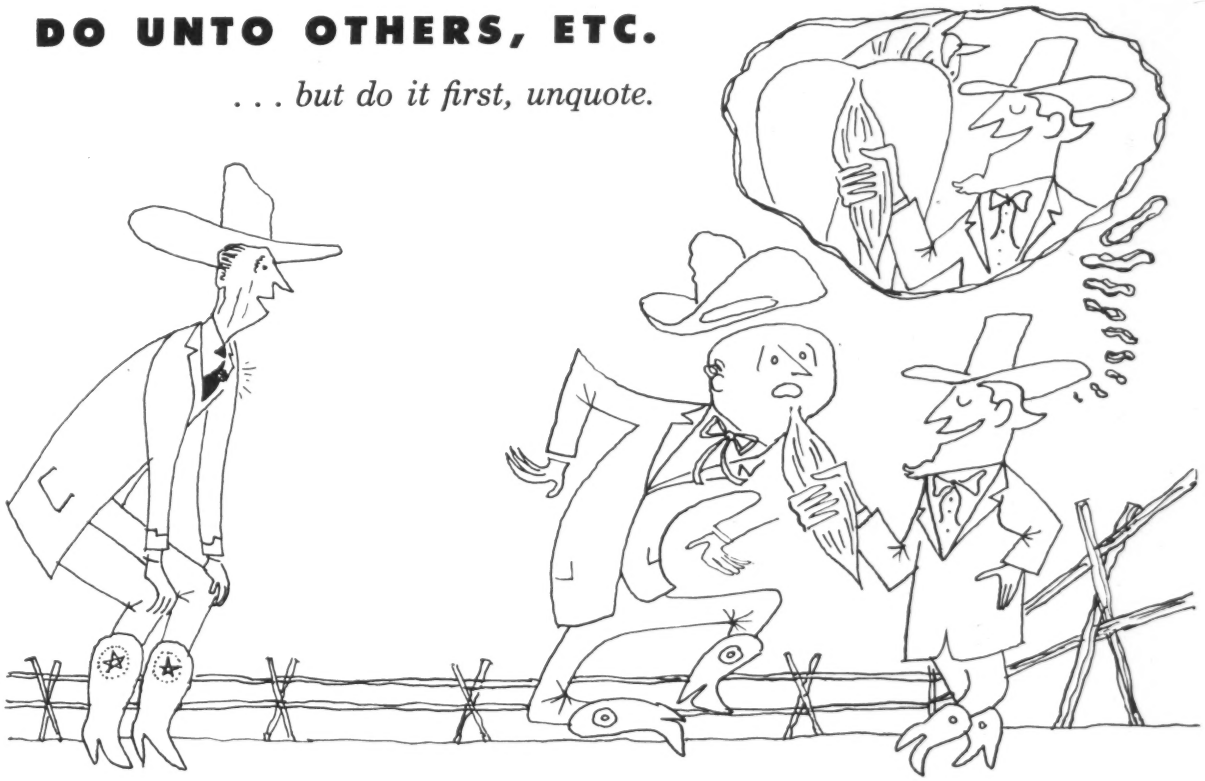
Since then he has been in charge of hearings involving certificates of public convenience and necessity, foreign air carrier permits, rates, interlocking relationships, unifications, and acquisitions of control under the Civil Aeronautics Act.

At the present time, he is sitting in four cases. It is expected that he will be relieved of three of them. Following his completion of a decision in the fourth, he will be free to take up his FCC post. This will be in about a month, it is understood.

Mr. Stodola lives in Wood Acres, Md., a suburb of Washington, with his wife and two sons. He is a registered member of the Republican Party in Montgomery Co., Md. During his U. of Wisconsin days he worked for Bob and Phil La Follette during campaigns for senator and governor, respectively.

DO UNTO OTHERS, ETC.

. . . but do it first, unquote.



EVERY potential customer was an adversary to the old hoss-trader. Texans still remember the character who, unable to close a sale, expressed his feelings by yanking a non-buyer's beard. Hauled before the local judge, the trader broke up the courtroom by testifying:

"Honest, your Honor, I thought I was pulling the horse's tail."

These old fashioned salesmen wouldn't stoop to telling the truth—until the horse was sold. Informed that his ex-merchandise had dropped dead the day after purchase, one hoss-trader admitted:

"Don't know what to make of it; he never done that before."

* * *

In modern Amarillo, the sale of horses is limited—if "limited" can be applied to a market which produces $350 million in annual cash income. The hoss-trader has been succeeded by businessmen of integrity, and we *do* mean "succeed": Amarillo gallops at the head of the nation in per family retail sales.

With all this fodder around, folks who harness KGNC don't nag about sales. Spurred by 100,000 watts, our tv signal covers 30 Texas and New Mexico counties with a population of 398,700. KGNC-AM takes an even longer stride: 78 counties with nearly 2 million traders.

Our national reps, The Katz Agency, will gladly trot out additional statistics.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by The Katz Agency

FCC APPROVES NINE RADIO-TV TRANSFERS

Sale of WBML Macon, Ga., by Allen M. Woodall and associates for $160,000 and the "un-merging" of WETV (TV) there head list of changes.

NINE radio-tv properties traded hands last week as FCC approved several station transfers including WBML and the "un-merging" of WETV (TV), both in Macon, Ga.

Uhf ch. 47 WETV (TV), representing a precedent merger case on the post-thaw television scene, was owned 45% each by WBML and WNEX, Macon.

The Commission last week authorized the sale of WBML by Allen M. Woodall and associates for $160,000 to local businessmen C. R. Rader and George W. Patton. In the WETV (TV) transfer, WBML sells its 45% interest to the tv station's permittee, Macon Television Co., for conversion to treasury stock. Consideration is $70,000 including loans of $58,500. WNEX owns 45% with W. A. Fickling holding the remaining 10% [B•T, Jan. 25].

Other transfers receiving FCC approval are:

WRHT Griffin, Ga.—Assignment of license from Robert H. Thompson Sr. trading as Griffin Broadcasting Co. to Virginia P. Bowen for $75,000.

WWNS Statesboro, Ga.—Assignment of license to Robert H. Thompson Sr. for $25,000 through sale of remaining 50% interest by Virginia P. Bowen.

KJFJ Webster City, Iowa—Assignment of license to Charles V. and Ruth B. Warren from Land O'Corn Broadcasting Co. through purchase of remaining 50% partnership interest from Lloyd and Margaret P. Carr for $15,000.

WDOB Canton, Miss.—Assignment of license from partnership doing business as Madison County Broadcasting Co. to company of the same name.

WISP Kinston, N. C.—Assignment of license to Citizens Broadcasting Co. from Edwin J. Schuffman in consideration of 98.98% interest in new licensee.

KBUD Athens, Tex.—Assignment from Henderson County Broadcasting Co. to J. B. McNutt Jr. through purchase of remaining 25% interest for $5,000.

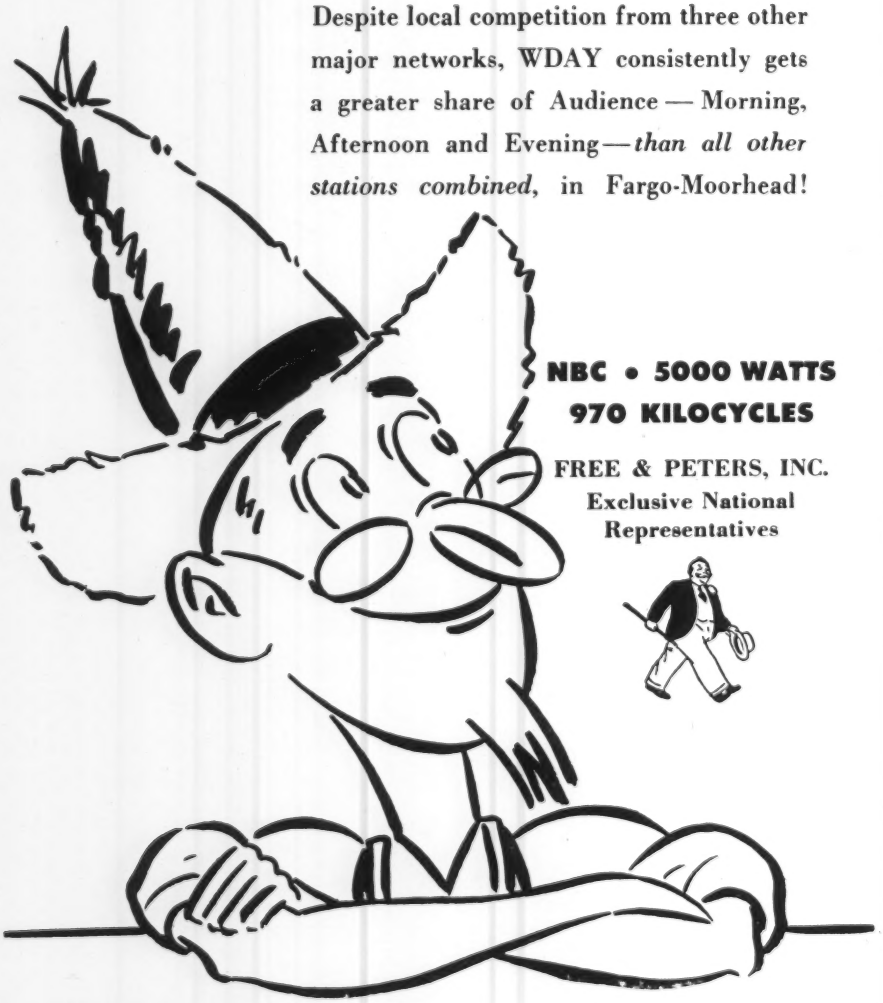
KCCT Corpus Christi, Tex.—Assignment of license from five-principal equal-partnership, International Radio Co., to corporation of the same name.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined*, in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

Hickenlooper Group Finds 'Improvement' in Voice

A SENATE Foreign Relations subcommittee has ended its investigations of the U. S. overseas information program.

This announcement and a final report by the subcommittee, which was chairmanned by Sen. Bourke B. Hickenlooper (R-Iowa), came a week after a Presidential commission asserted Congressional investigators have so harassed the program that the agency charged with carrying it out (U. S. Information Agency) can hardly get the job done [B•T, Feb. 8].

The commission had indicated, however, it was referring to Sen. Joseph R. McCarthy's Permanent Investigations Subcommittee.

In departing from the scene, the Hickenlooper subcommittee in a final report to Congress noted "considerable improvement" in the information program during the past few months although "many shortcomings remain." The group made an 18-month study.

What the program (which includes Voice of America) now needs most "during the next three or four years is a period of stability and continuity," the Senators said. This was similar to the observation made by the Presidential commission.

The report clashed with a McCarthy group assertion that "inefficient, incompetent operations" and "lack of direction" have crippled the information program. The investigations unit said "top policy experts" in the program were "totally unfit to execute their assignments." The McCarthy report, released Feb. 3, also said USIA Director Theodore C. Streibert would be called before the group for questioning.

In reporting on last year's major recommendations, the Hickenlooper subcommittee, which turned back to the Senate more than $21,000 out of $75,000 it received for the probe, suggested the Voice of America speed up its headquarters transfer from New York to Washington, D. C.

Broadcasters To Take Part In Highway Safety Session

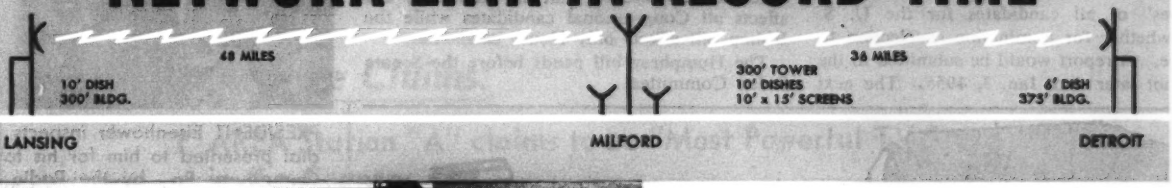
BROADCASTERS representing the 48 states will take part in the White House Conference on Highway Safety to be held Feb. 17-19 in Washington. Sinclair Weeks, Secretary of Commerce, is general chairman of the conference.

Head of the Media Advisory Committee of the conference is Charles F. McCahill, *Cleveland News*, past president of American Newspaper Publishers Assn. Harold E. Fellows, NARTB president, is a member of the committee along with Donald H. McGannon, DuMont Tv Network, and Robert A. Schmid, MBS.

WILS-TV COMPLETES LANSING-DETROIT

(CHANNEL 54)

NETWORK LINK IN RECORD TIME

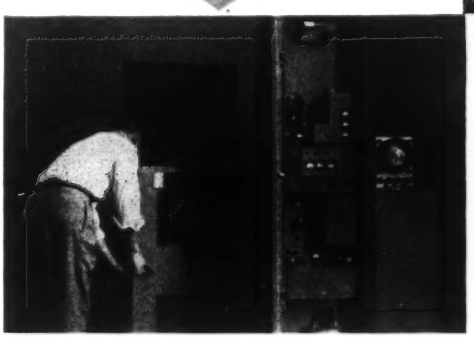


SAYS WILS-TV
"We are completely satisfied with Raytheon's equipment, outstanding service and cooperation. Raytheon Microwave is dependable, economical, rugged and uncomplicated...gives us perfect picture transmission with no breakdowns or fades."

RECEIVING DISH atop Olds Tower, Lansing, feeds a Raytheon MTR 50 Microwave Receiver. WILS-TV operates on Channel 54 with 20 KW visual, 10 KW aural.

84 MILE HOP starts with Raytheon MTR 50. Transmitter in the Penobscot Building, Detroit.

MID-POINT AT MILFORD showing 300-foot relay tower and housing for Raytheon microwave transmitting and receiving equipments.



RAYTHEON MICROWAVE SPECIALISTS *provide quick, effective answer to Interconnection Problem*

Twenty-four days after first discussions with Raytheon microwave specialists, Lansing's UHF station WILS-TV began telecasting an extensive schedule of major network programs covering Central Michigan from the Capital City. The 84-mile link with Detroit was accomplished in two hops, using Raytheon *Magnalink* 2000 mc microwave equipment.

Raytheon engineers worked around the clock with station and tower construction personnel planning the system layout, expediting delivery, coordinating tower and building installations and testing and initiating the system. Completion of the network link ranks WILS-TV with the nation's top-flight stations. With Raytheon microwave equipment and Raytheon specialized engineering service, WILS-TV solved their interconnection problem easily, speedily and economically . . . months ahead of any alternative . . . and with incomparable reliability and fidelity.

RAYTHEON

Specialists in Microwave for Television

RAYTHEON MANUFACTURING CO.

Equipment Sales Division

Dept. 6270 B-T WALTHAM 54, MASSACHUSETTS

House Campaign Study Would Cover Radio-Tv

LEGISLATION that would set up a special House committee to study campaign expenditures, including the use of radio-tv time, was introduced Tuesday by Rep. C. W. Bishop (R-Ill.).

The resolution (H Res 439) need only be passed by the House to become effective. It would set up a five-man committee and would cover "the extent and nature of [campaign] expenditures" of all candidates for the U. S. House, whether for nomination or election to the office. A report would be submitted to the House not later than Jan. 3, 1955. The next Congressional election is Nov. 4.

The section of the resolution referring to radio-tv time specified the expenditures reported would be those made by House candidates, given to them or made on their behalf in the 1954 political campaign.

The proposal must be cleared by the House Rules Committee before House consideration.

A bill pending in the Senate (S 2538) which was introduced late in the session last year by Sen. Hubert H. Humphrey (D-Minn.) would create a commission that would study the same matters outlined by the Bishop proposal. A difference, however, is that the Humphrey bill affects all Congressional candidates while the Bishop bill affects only House candidates.

The Humphrey bill pends before the Senate Rules Committee.

PRESIDENT Eisenhower inspects the sundial presented to him for his farm near Gettysburg, Pa., by the Radio & Television Correspondents Assn. With the President is Martin Agronsky, ABC, who is retiring president of the association. Occasion was the Washington correspondents' annual dinner Feb. 6 at the Hotel Statler in the Nation's Capital. The sundial is mounted on a 120mm shell fired during World War II's Anzio, campaign.

WAIM-TV Protests STA To WORD-TV on Paris Mt.

CHARGING potential loss of its CBS affiliation and other "irreparable economic injury," uhf ch. 40 WAIM-TV Anderson, S. C., filed a Sec. 309(c) economic protest with FCC last week against the special temporary authority for vhf ch. 7 WORD-TV Spartanburg to operate on an interim basis from Paris Mt.

The interim grant already is under fire by Sen. Edwin C. Johnson (D-Colo.) of the Senate Interstate & Foreign Commerce Committee. WORD-TV has signed with CBS and the Paris Mt. operation is scheduled to commence about April 25 [B•T, Feb. 8].

WORD-TV's permit calls for transmitter site at Hog Back Mt., but pending completion of this installation the station proposes to commence interim operation at the Paris Mt. site of former WFBC-FM Greenville.

Paris Mt. is only six miles from Greenville. WAIM-TV notes, alleging WORD-TV chose it to widen spacing from WBTV (TV) Charlotte, basic CBS outlet. WAIM-TV charges WORD-TV intends to "abandon" its Hog Back Mt. site and seek permanent grant at Paris Mt.

KWTO Wins 8-Year Fight For Night Power Boost

AFTER nearly eight years of FCC and court litigation, KWTO Springfield, Mo., won a second final decision from the Commission for extension of its nighttime service. FCC has approved a boost in night power from 1 kw to 5 kw with changes in directional array. KWTO already has 5 kw daytime on 560 kc.

FCC first approved the change in 1950, but upon court appeal by KFDM Beaumont, Tex., the case was remanded to the Commission. The court ruled FCC erred in failing to consider an alternate directional array proposed by KFDM. In the final decision, however, FCC ruled the KWTO proposal is more efficient than that of KFDM. FCC found the KWTO increased nighttime service to be in the public interest despite interference to KFDM and KLZ Denver.

take a shot at a

HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: WNOK-TV Channel 67 CBS-TV—Du Mont WNOK 1230 kc. MUTUAL

Represented By Paul H. Raymer Co.

PALMETTO RADIO CORPORATION

Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

Who's Kidding You About St. Louis UHF?

Here Are the Claims:

? AREA Station "A" claims to be "Most Powerful TV Station in the Country."

The full story is: this station has a directional antenna and is attempting to say that it is throwing all its power into one area. Directionalized television is in its infancy. Picture reception in the home will be the real answer to this claim.

? AREA Station "B" claims to be using "the most powerful transmitter ever built for UHF" and thus is the "Power".

The full story is: every UHF station in the St. Louis AREA uses the same type transmitter . . . the "GE-12."

Here Are the Facts:

! KSTM-TV is the *ONE* UHF Station in St. Louis!

Centrally located in the heart of St. Louis . . . one block west of Forest Park.

! More sets in St. Louis receive KSTM-TV with indoor antennas than any other UHF Station! Surveys prove it!

Thus conversion costs for KSTM-TV are within the financial reach of a larger segment of the St. Louis population than any other station.

! KSTM-TV, with 275,000 Watts NON-DIRECTIONAL E.R.P. is received BETTER in MORE homes in St. Louis than any other UHF Station! Surveys prove it!

KSTM-TV, with 275,000 watts NON-DIRECTIONAL E.R.P. is the most powerful station in St. Louis . . . UHF or VHF.

Use Your Advertising Dollars Where They Count Most . . . Call

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 SAINT LOUIS

Legislators Enter 'Strike It Rich' Fray

A New York committee investigating solicitations is checking books of the NBC Radio and CBS-TV giveaway show.

THE BOOKS of *Strike It Rich,* one of the oldest of giveaway programs now on the air, were in the hands of a New York State Legislative investigating committee last week after New York City Welfare Commissioner Henry L. McCarthy had termed the show "a national disgrace" which would have to be licensed by his office [B•T, Feb. 8].

Mr. McCarthy apparently called a halt to his own attacks on the program after State Sen. Bernard Tompkins, chairman of the Legislative Committee Investigating Public Solicitation, said he had instructed committee probers to "get all the facts."

A spokesman for Walt Framer Productions, owner and producer of the program, said Thursday that the show's books had been turned over voluntarily to representatives of the Tompkins committee although the Framer organization contends the program is not the type of operation the Tompkins committee was authorized to investigate.

They reiterated that *Strike It Rich* had never made public solicitation for funds but, rather, that monies received had been voluntary contributions and were distributed as specified by the donors or, where no such specifications were given, were turned over to program participants in the discretion of the producers. They also noted that audited reports of the funds—which they said totaled $42,209 for 1951-53—were sent monthly to the sponsor of the program and the sponsor's agency.

Colgate-Palmolive Co. sponsors the show on CBS-TV Mon.-Fri., 11:30 a.m. to noon, and Wed., 9-9:30 p.m. and on NBC Radio (using a tape from the tv show) Mon.-Fri., 11-11:30 a.m. William Esty & Co. is the agency.

GOP Show on KABC-TV Draws Democrat's Ire

REPUBLICAN-sponsored *Washington Calling California* KABC-TV Hollywood is a "partisan, unfair, one-sided program," Paul Ziffren, Democratic national committeeman and California party leader, told ABC-TV last week. He said unless equal time is provided Democrats by this Thursday, he will file a complaint with FCC. The film reportedly is produced by Republican Assoc., Washington.

Mr. Ziffren said he wired a protest on the program's "one-sidedness" to the network's New York and Hollywood offices Jan. 18 and followed the wires with a letter last week in which he stated ABC should have been able to clarify its position within one month; otherwise, the FCC complaint will be filed, he said.

The letter cited FCC decisions on "public service responsibility of broadcast licensees" and quoted the NARTB Code's recommendation against sale of time for discussion of controversial issues. Mr. Ziffren admitted California Democrats were unable to buy equal time. He added, however: "To attempt to satisfy the requirement (to present both sides) by offering to sell time to the Democratic Party is to exploit for commercial purposes your position as a licensee and to repudiate your responsibility to the public."

Color Becomes an Issue

COLOR tv will probably become one of the issues in comparative tv hearings from now on. First move along these lines came last week when all competitors for New Orleans' vhf ch. 4 filed amendments to their applications enumerating proposed color equipment and programs. This was done after the hearing examiner approved a request of WTPS-*New Orleans Times Picayune* for permission to amend to show its color plans. All three applicants—WWL-Loyola U. and WNOE are the other two contestants—proposed network color, slides and film. WTPS also proposes that 40% of its local live programming will be in color—and plans to make this one of its points of reliance. Attorneys and Hearing Examiner Elizabeth Smith are scheduled to meet this week to discuss the points of reliance, submitted at the end of last week.

Two Left in Tulsa Bid

VHF ch. 2 competition at Tulsa, Okla., was reduced to two competitors last week as the FCC approved dismissal of a third bid by Fryer Television Co. Remaining in the contest are Central Plains Enterprises Inc. and Oil Capital Television Corp.

Meanwhile, one Miami vhf ch. 7 contestant, Mel Foster-Harold Hoersch, petitioned the Commission to dismiss their bid. This would leave ch. 7 in a four-way contest among Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

PUZZLE: Find the kitchen sink

The kitchen sink is in the load of corn . . . made possible by today's attractive cash prices.

In fact, there's a whole new steel cabinet kitchen on the way for still another Kansas farm home.

The decision to make this (and countless similar major purchases) was stimulated by WIBW . . . a fact that alert advertisers have known for years.

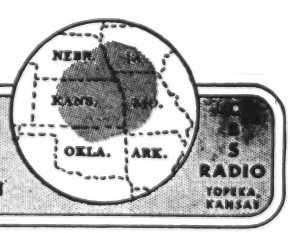
The reason's simple. WIBW is the station listened to *most* by Kansas farm families.* Use WIBW to influence decisions in favor of *your* brand.

* *Kansas Radio Audience, 1953*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

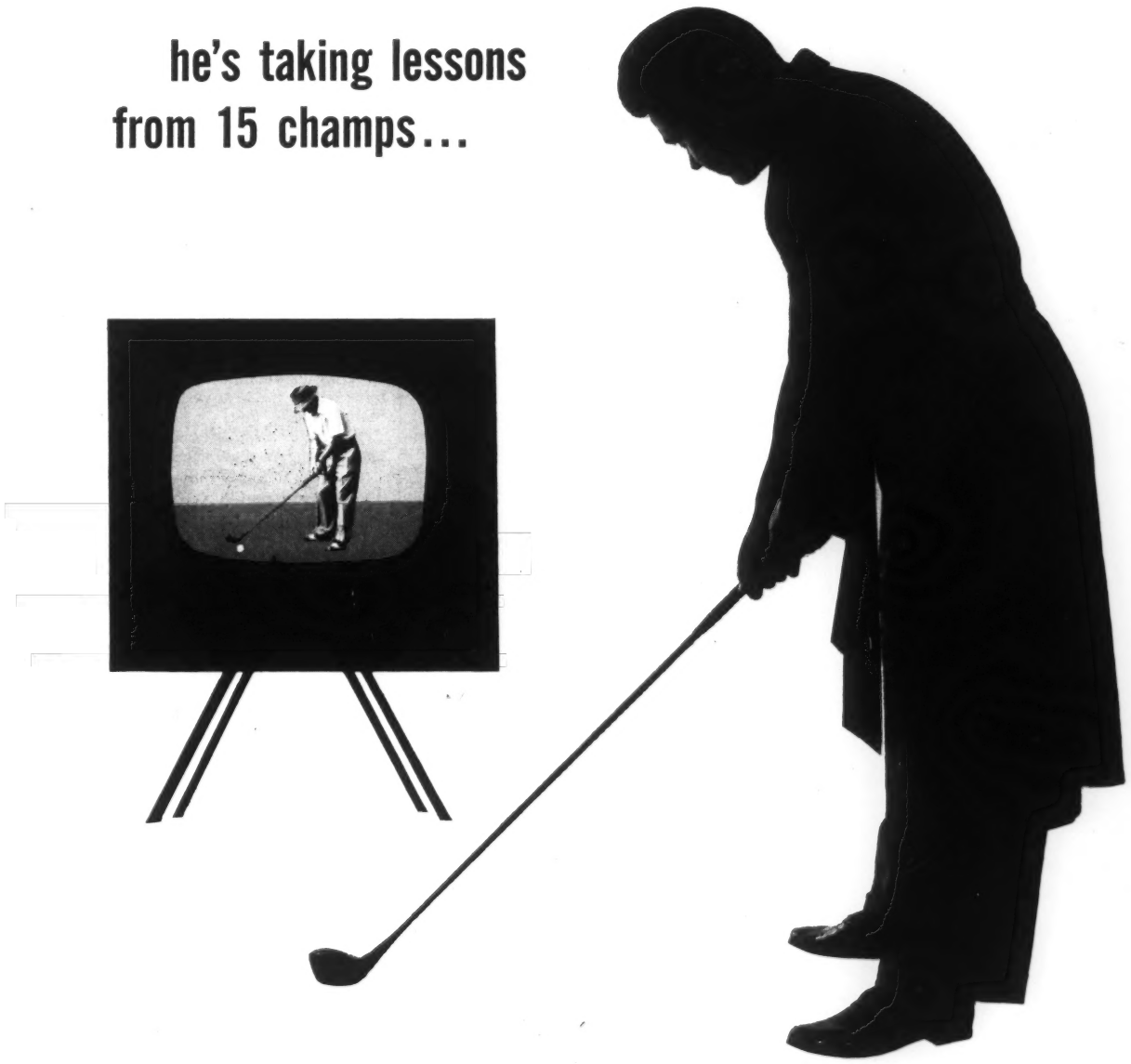
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



5 RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

he's taking lessons from 15 champs...



★ ★ ★ ★ ★

STARRING:
★ Sam Snead
★ Julius Boros
★ Lloyd Mangrum
Lew Worsham
★ Cary Middlecoff
Jackie Burke, Jr.
★ Al Besselink
Jim Ferrier
★ Earl Stewart, Jr.
E. J. "Dutch" Harrison
★ Ted Kroll
★ Johnny Palmer
★ Tommy Bolt
Doug Ford
★ Ed "Porky" Oliver

★ ★ ★ ★ ★

Right now, comfortable and relaxed in his own living room, he's getting a tip from Champion Sam Snead on how to improve his swing. Next week Lloyd Mangrum shows him the secret of long iron play. Then "Doc" Middlecoff gives him pointers on fairway woods. It's expert, entertaining instruction he couldn't *buy* at any price. He loves every minute of it!

PLAY GOLF WITH THE CHAMPIONS

is a unique series of thirteen 15-minute TV film programs with powerful appeal for the growing millions of golf fans, both men and women. They're in black-and-white or color, with music and narration. Comedy sequences alternate with instruction to hold the "fringe" audience. Produced by SPORTSVISION, INC., makers of the popular football series, All-American Game of the Week. For prices, availabilities, write, wire or phone . . .

SPORTSVISION, INC.

Dept. B, 233 Sansome St., San Francisco, Calif. • EXbrook 2-3837
Hollywood: Dept. B, 1161 No. Highland • HOllywood 4-9205
Chicago: Dept. B, 20 No. Wacker Dr. • CEntral 6-8955

WHO-TV Start Delayed; 9 Begin Over Weekend

Des Moines station's March 15 debut postponed after fall of 6-ton antenna.

WHO-TV Des Moines was forced to postpone its March 15 starting date at least three weeks when a hoisting pole rigged to the transmitter tower bent, dropping the 12,000-pound antenna about four feet to the ground, Paul Loyet, manager, reported last week.

The construction crew was working on the antenna at the time. Batwing structures at the side of the antenna were bent and many transmitting lines attached to it were crushed. The equipment, damaged at an estimated cost of $40,000, has been re-ordered.

Nine stations, five vhf, reported they were scheduled to start regular programming this past weekend and today (Monday) opening new local tv markets in five cities:

KBID-TV Fresno, Calif. (ch. 53), represented by Meeker Tv, Feb. 13.
WRDW-TV Augusta, Ga. (ch. 12), CBS, represented by Headley-Reed, Feb. 14.
WTOC-TV Savannah, Ga. (ch. 11), ABC, CBS, represented by The Katz Agency, Feb. 14.
WMGT (TV) Adams, Mass. (ch. 74), represented by The Walker Co., Feb. 15.
WNEM-TV Bay City, Mich. (ch. 5), NBC, DuM, represented by Headley-Reed, Feb. 15.
WMUR-TV Manchester, N. H. (ch. 9), represented by Weed Tv, Feb. 15.
WTRI (TV) Schenectady, N. Y. (ch. 35), CBS, represented by Headley-Reed, Feb. 15.
WMFD-TV Wilmington, N. C. (ch. 6), NBC, represented by Weed Tv, Feb. 15.
WNET (TV) Providence, R. I. (ch. 16), ABC, DuM; represented by Paul H. Raymer, Feb. 15.

Savannah, Adams (Pittsfield), Bay City (Saginaw), Manchester and Wilmington get their first local tv outlets.

KBID-TV planned an inaugural ceremony that featured a 15-hour telethon for the Fresno County Heart Assn. with mayors of 33 central California cities attending. Owned by the John Poole Broadcasting Co., the station represents an investment of $400,000. Robert H. Wesson is general manager.

WKNY-TV Kingston, N. Y. (ch. 66), expects to begin commercial operations April 1, Bob Sabin, manager of tv operations, said. Winter weather has impeded construction but a sizable list of sponsors is reported signed. Test patterns are due March 15.

Starting target date of April 1 has been set by KARK-TV Little Rock, Ark. (ch. 4), Carol Vinson, promotion and publicity manager, announced.

KFBB-TV Great Falls, Mont. (ch. 5), is constructing its antenna and expects to air test patterns in two or three weeks, according to LeRoy Stahl, director of tv.

The following stations have reported they expect to begin regular operations by March 15.

KBAY-TV San Francisco (ch. 20); WINK-TV Fort Myers, Fla. (ch. 11); WGOV-TV Valdosta, Ga. (ch. 37); WSJV (TV) Elkhart, Ind. (ch. 52); WINT (TV) Waterloo, Ind. (ch. 15); KVOL-TV and KLFY-TV Lafayette, La. (sharing time on ch. 10); WBOC-TV Salisbury, Md. (ch. 16); KDAL-TV Duluth, Minn. (ch. 3); KDRO-TV Sedalia, Mo. (ch. 6); KCEB (TV) Tulsa, Okla. (ch. 23); KPIC (TV) Salem, Ore. (ch. 24); WQED (TV) Pittsburgh (ch. 13), educational; KRGV-TV Weslaco, Tex. (ch. 5); WBTM-TV Danville, Va. (ch. 24); WJPB-TV Fairmont, W. Va. (ch. 35); WDSM-TV Superior, Wis. (ch. 6); KFBC-TV Cheyenne, Wyo. (ch. 5); KULA-TV Honolulu (ch. 4); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2), San Juan, P. R.

(For details see TELESTATUS page 123.)

100% WICHITA COVERAGE!
Plus 15 Important Communities

The *ONLY* station—**KTVH**—that puts your product before the whole city of Wichita as well as fifteen additional large communities of potential buyers. Join the parade of impressive names now using this powerful media. **KTVH** business offices in Wichita and Hutchinson; studios in Hutchinson; Howard O. Peterson, General Manager.

CHANNEL 12
KTVH
HUTCHINSON - WICHITA
VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

Lindow Acquires 5% In WFDF Ownership

TREBIT CORP., owners and operators of WFDF Flint, Mich., announced last week that Lester W. Lindow, a resident of Flint for seven years, has acquired ownership of 5% of the corporation's stock. Mr. Lindow has been secretary and general manager of the corporation since its inception, and held an option to acquire the stock. He also is a member of the board of directors, and is active in both Flint civic affairs and in industry circles.

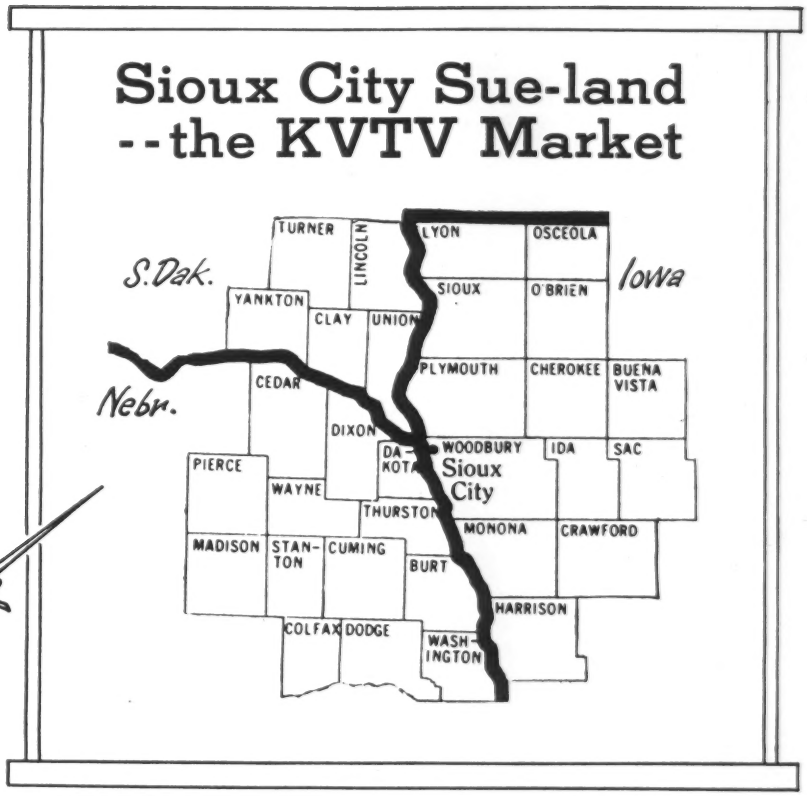
MR. LINDOW

Trebit Corp. is an applicant for a construction permit for a uhf ch. 12 tv station in Flint. The application currently is pending before the FCC. Other applicants are WJR, the Goodwill Station Inc., and W. S. Butterfield Theatres Inc., both Detroit.

WOR Signs 31 New Advertisers

SIGNING of advertisers to 31 new contracts and eight renewals during the first nine days of February was reported last week by WOR New York. Sales Manager William P. Dix Jr. said the new business was notable for the wide diversification of advertisers.

Sioux City Sue-land --the KVTV Market



31 farm-rich counties in Iowa, Nebraska and South Dakota with 556,500 population, $653 million in '52 retail sales, and approximately 85,000 television sets as of January, 1954.

Reach Sioux City Sue-land via Channel 9 at minimal rates, maximal interest. See our national sales reps, The Katz Agency, for complete data.

CBS, NBC, ABC & DuMont

Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

KVTV, *a Cowles Station, is under the same management as* **WNAX-570**, *the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

Cover this *Gem with Channel 10

WGEM
TV-AM-FM
QUINCY, ILLINOIS
Newspaper affiliate
The Quincy Herald Whig

*wGEM tri-state market

To make your sales sparkle in this tri-state area, use this GEM of an outlet . . . WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The WGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

POWER
50,200 watts
VHF
Channel 10
ABC NBC Networks
Represented by WALKER CO.

wGEM-TV
QUINCY, ILLINOIS
JOSEPH BONANSINGA, GEN. MGR.

Jan. Signings Presage Big Year For WABD (TV), Knight Says

PROSPECTS for topping WABD (TV) New York sales figures of 1953 during 1954 were termed "bright" last week by Norman Knight, station manager, who announced that during January 1954, 31 new and renewing clients had signed with WABD (TV).

Mr. Knight said that 23 national advertisers were included among the signed clients, with ten having contracted for a long-term period. He added that on the basis of January business, he believed sales figures for 1954 would top those of 1953, which he described as "a record year in the station's history."

Mr. Knight a fortnight ago had noted that total increase in net time sales for the entire year of 1953 was 24% over 1952. He reported that the number of advertisers in 1953 rose to 253 from 161 in 1952.

Grabhorn Resigns Sales Post

MURRAY B. GRABHORN, who has been director of sales of WAAT and WATV (TV) Newark since December 1953, announced his resignation from that post last week, effective today (Monday), to resume residence on the West Coast.

Mr. Grabhorn, who began in radio with the Don Lee Network on the West Coast, did not disclose his future plans but it was thought he would re-enter radio and television in Los Angeles. He served in the East as New York manager of WLW Cincinnati and later as station manager of ABC's WJZ-TV New York (now WABC-TV) and as national spot sales manager for ABC o&o stations, and more recently with Edward Petry & Co., station representatives.

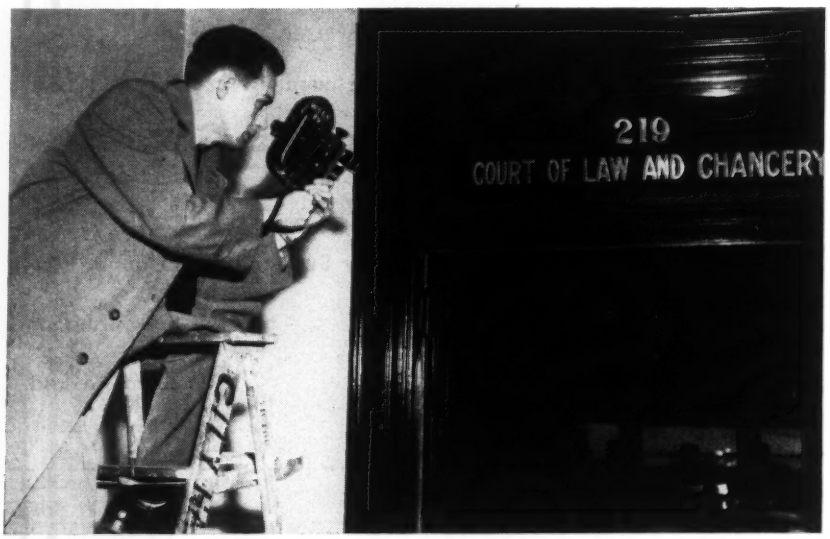
Griesbauer Appointed WTTG (TV) Sales Head

GEORGE L. GRIESBAUER, account executive with the national representation firm of Paul H. Raymer Co., has been appointed sales manager of WTTG (TV) Washington, Leslie G. Arries Jr., general manager of the DuMont Tv Network o&o outlet, announced last week.

MR. GRIESBAUER

Mr. Griesbauer, who assumes his new duties today (Monday), is a native of Washington and has six years experience in radio-tv there, serving first with WRC-WNBW (TV), moving in March 1952 to WMAL as sales manager and in August 1952 becoming sales manager of WMAL-TV. He joined Raymer's New York office in February 1953.

WSLS-TV Films Through-the-Door Trial Coverage



WSLS-TV Roanoke, in what it believes to be a "first" for a Virginia tv station, filmed motion pictures in coverage of a court trial at which relatives tried and failed to break the will of a wealthy Roanoke business man who left his $2,600,000 estate to a trust for needy children.

The trial, which created wide local interest, also was covered by WSLS-AM, which used a tape recorder to gather highlights of the proceedings for special news broadcasts averaging a quarter-hour daily during about 12 days of the 16-day trial.

The films were made by WSLS-TV cameraman John Gilbert, who used a telephoto lens to shoot proceedings over the heads of spectators from a stepladder outside the courtroom, without the aid of special lighting. Judge S. L. Fellers of the municipal Law and Chancery Court had denied WSLS-TV permission to bring the camera into the courtroom, but allowed the films to be made from outside.

Films (about two minutes) were made of closing arguments and pan shots of the principals on Feb. 5, day before the trial ended, and were televised the same day on two WSLS-TV quarter-hour news shows, *News Parade* and *Esso Reporter*. WSLS-TV also ran still pictures of the trial during earlier proceedings.

first --choice----→ GPL again!

J. Patrick Beacom, president of Beacom Broadcasting Enterprises, specified GPL equipment at WJPB-TV for "top quality plus economy"

Century-old mansion was restored by radio-television firm, now houses both WJPB and WVVW studios and offices.

Robert M. Drummond, vice president and general manager of WJPB-TV, directs station operations in Monongahela Valley area.

$117,565 Completely Equips WJPB-TV...

LOWEST COST EVER FOR CAMERA CHAIN STATION

● Fairmont, West Virginia, is America's smallest market with a camera chain station for live shows . . . 319,000 persons and 32,101 UHF sets in range of WJPB-TV, Channel 35.

"Keeping costs down," says station president J. Patrick Beacom, "was the only way this community could have a live station." He equipped it for $117,565, on a GPL plan for a basic package of camera chain and film chain, projector, transmitter, antenna and accessory units.

"We analyzed *all* equipment," adds Mr. Beacom. "We visited numerous other stations. Then we picked the GPL package plan as best for both our company and our community. Community TV just wasn't possible with other equipment, yet we have top engineering and best picture quality with GPL, plus the economy."

In any market today, costs are important. If your CP is in a highly competitive and densely populated area, you need GPL for quality to get and hold an audience, at a profitable operating rate. If it's in a sparse market, where TV is new, you need it for utmost economy. In short, in any market, big or small, network or independent station, it combines the best quality with operating economy.

Ask for proof! You'll discover how GPL can save you money . . . with the best.

Write, wire or call for complete information.

General Precision Laboratory INCORPORATED
PLEASANTVILLE NEW YORK

GPL

Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Subsidiary of General Precision Equipment Corporation

Camera Chains • Film Chains • GPL-Watson Varifocal Lenses • Theatre TV Equipment • GPL-Continental Transmitters

SELL MORE IN THE
SOUTH'S
No. 1 State!

You Hook a
BIG Market
With—

NBC
AFFILIATE

WSJS

GENERAL
MERCHANDISE SALES
of
$101,982,000*
in
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
* Sales Management
1953 Survey of Buying Power

The Current Pulse Report shows WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

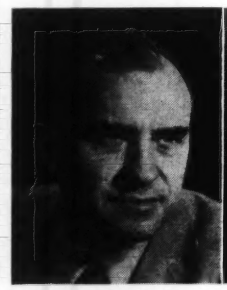
Represented by: HEADLEY-REED CO.

WCCO-AM-TV Shifts Engineering Posts

WCCO-AM-TV Minneapolis-St. Paul has made four major changes in engineering leadership, F. Van Konynenburg, executive vice president-general manager of Midwest Radio-Television Inc., licensee, said last week.

John M. Sherman, engineering director of WCCO-TV since its establishment in August 1952 and formerly chief engineer of the original WTCN-AM-TV that city, has been named engineering director of WCCO-AM-TV.

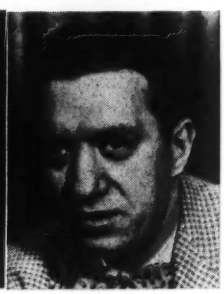
Kermit L. Sueker, a member of the WCCO-AM engineering staff 13 years and studio supervisor the past 18 months, has been appointed the radio outlet's chief engineer, replacing James J. Beloungy, who has resigned to become a technical director for CBS Chicago.



MR. SHERMAN

MR. SUEKER

MR. McGINNIS



MR. COIL

Neil (Bert) Coil, who becomes WCCO-TV transmitter engineer, was transmitter supervisor of the original WTCN-AM in 1934. When WTCN-TV and WCCO-AM were joined in August 1952, Mr. Coil became tv transmitter supervisor for the new WCCO-TV, serving in that post up to his present advancement.

William J. McGinnis, a member of the WCCO-TV engineering staff since 1941 and formerly an engineer with WDGY Minneapolis, is the newly-appointed WCCO-TV studio engineer.

WSOC Conducts Clinic For Agriculture Group

WSOC Charlotte was host to the Agricultural Workers Council of Charlotte and Mecklenburg County at the station's annual radio-tv clinic Feb. 1 at which the council was advised on improvement of radio presentation of agricultural information to farmers.

On the agenda, according to Earle J. Gluck, WSOC-AM-FM president - general manager, were Fred Dixon, WSOC farm editor; Larry Walker, executive vice president-general manager of WSOC tv operations (it is a ch. 9 applicant), and Ted Hyman, extension specialist in agricultural radio broadcasting at North Carolina State College.

Tv's Mountain Foes

RUGGED mountaineering folk of Buncombe County, North Carolina, don't want no new-fangled tv tower "clutterin' up" picturesque Mt. Pisgah, 15 miles from Asheville, N. C. A handful so testified two weeks ago at a hearing on whether a Forestry Service use permit for WLOS-TV should be revoked, but they were overwhelmed by proponents from Asheville and surrounding areas. Decision will be made by the Forestry Service in Washington in the near future. Before more than 250 citizens, with one of the objectors carrying an old flintlock rifle, WLOS-TV technical experts demonstrated that the vhf ch. 13 tower would "loom" like a penny viewed from one end of a football field.

Gates Helps Replace WHBT Transmitter in 72 Hours

WHBT Harriman, Tenn., was back on the air in 72 hours after being burned out during a fire early in the morning on Feb. 1, when Gates Radio Co. made replacement equipment available at its plant at Quincy, Ill.

WHBT President F. L. Crowder called Quincy sales engineer Dick Spruill at Atlanta after the fire and Mr. Spruill drove at once to Harriman. A call was made to the Quincy factory, which had a 250 w transmitter, a 1230 kc crystal, monitors and other replacements on hand.

A truck was dispatched to Quincy and was driven all night to reach the Gates factory early Wednesday. The equipment was loaded and returned to Harriman and the station was back on the air 72 hours after the fire, according to L. J. Cervone, Gates general sales manager.

WKNA-TV Hastens Back On Air After Fire Damage

THE STAFF of WKNA-TV Charleston, W. Va., put the station back on the air with loss of only an hour and a half of air time after fire caused $100,000 damages to studio and offices Feb. 3.

The fire started 10 minutes after sign-off in a partition separating the control room and studio. Then flames broke out in the vicinity of the monitor. After firemen spent two hours bringing the blaze under control, WKNA-TV staffers went to work to put the station back on the air.

Joe L. Smith Jr., WKNA-TV owner, set 4 p.m. the following day as a target date for getting the outlet back on the air. Regular WKNA-TV sign-on time is 2:30. The goal was met, and the first regular show dealt with highlights of the fire and camera pan shots of the burned out area.

Blake Adds Publicity Duties

ROBERT F. BLAKE, director of publicity for NBC Spot Sales and the NBC owned-and-operated stations division, will assume the additional duties of publicity director of NBC's WNBC-WNBT (TV) New York, effective March 1. He succeeds Phil Dean, who has resigned to open his own public relations firm with temporary offices in the Empire State Bldg. under the name of Phil Dean Enterprises.

YOU MIGHT CATCH A 247-LB. TARPON—*

BUT . . . YOU NEED WJEF RADIO TO LAND SALES IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS—
NOVEMBER, 1953

	Share of Morning Audience	Share of Afternoon Audience	Share of Evening Audience
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
C	18.8	24.6	30.2
D	10.6	9.1	——
E	9.1	7.3	——
F	2.5	1.2	2.7
OTHER	3.1	4.2	5.4

Morning, afternoon and night, WJEF is the Number 1 radio station in Western Michigan's Number 1 market—Metropolitan Grand Rapids.

Study the Conlan figures, left. On a quarter-hour, 52-time basis, WJEF gets:

12.6% more morning listeners than the next station (but costs 11.1% less)

25.2% more afternoon listeners (for 31.1% less)

9.6% more evening listeners (for 3.1% less)

There are 116,870 radio homes within WJEF's metropolitan Grand Rapids Area—yet a daytime quarter-hour costs less than 25¢ per-thousand-radio-homes!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** In March, 1938, H. W. Sedgwick caught a tarpon this size in Mexico's Panuco River.*

WMT-TV Invites 21 To 'Operation Timebuyer'

WMT-TV Cedar Rapids, Iowa, invited 21 agency representatives to its "Operation Timebuyer" held Feb. 8. The representatives were flown in from Omaha, Kansas City, New York and Des Moines to take part in the "operation" that started at 10:35 a.m. and lasted until 8:20 p.m.

The agency people were taken on a tour of the station's new building where they looked at WMT-TV's new daytime shows and film properties. Highlight of the afternoon session was a talk by Bob Salk, Station Films Inc. president, on the status of motion picture films for tv.

RELAXING during intermission at "Operation Timebuyer" are (l to r) W. B. Quarton, WMT-TV general manager; Don Reed, Bowden Bros. agency, Davenport; George Dorrington, WMT-TV sales, and Bob Salk, Station Films Inc. president.

Storer Co. Declares Dividend on Stock

ADOPTION of an increased annual dividend policy for Storer Broadcasting Co., calling for $1.50 per share of common stock per year and of a 37½ cents dividend payable March 13 on common shares of record as of March 1, 1954, was announced last week by George B. Storer, president. The new dividend policy was voted by the company board of directors at a meeting Wednesday in Miami Beach.

Mr. Storer said the new declaration marks "a substantial increase" over the company's annual dividend policy of $1 per share voted last Dec. 15. He said the liberalized policy was made possible by discontinuance of the excess profits taxes.

At the same time the company declared its regular 6¼ cents dividend on Class B common, payable March 13 to holders of record on March 1. Regular dividend of $1.75 a share on $100 par value preferred shares was ordered to be paid April 1 to holders of record on March 15.

WCCO Reclassifies On New Rate Card

WCCO Minneapolis-St. Paul has issued its new rate card No. 23 effective Feb. 1, establishing new time classifications for broadcast periods, Larry Haeg, general manager, said last week.

He said the new rate card does not reflect any basic rate shuffle, but changes the 11:59½ a.m. - 12:30 p.m. period from Class C to A time and classifies the 6:15-30 a.m. time (not previously covered) as Class D time.

All advertisers who had these time periods under contract prior to Jan. 18 may continue on rate card No. 22 without interruption until Aug. 1, Mr. Haeg said.

KDYL Forms New Dept.

KDYL-AM-FM-TV Salt Lake City has formed a new promotion, planning and development department to correlate audience promotion, station advertising, publicity and merchandising. Del Leeson is director and Ruth Dewsnup assistant, the stations reported.

Mr. Leeson joined KDYL in 1945 as a newswriter, subsequently becoming news editor and audience promotion manager. He also worked in local and national spot sales departments for KDYL-AM-FM-TV. Mrs. Dewsnup came to KDYL in 1944 as a writer. She also has worked in the radio and publishers representative fields in San Francisco.

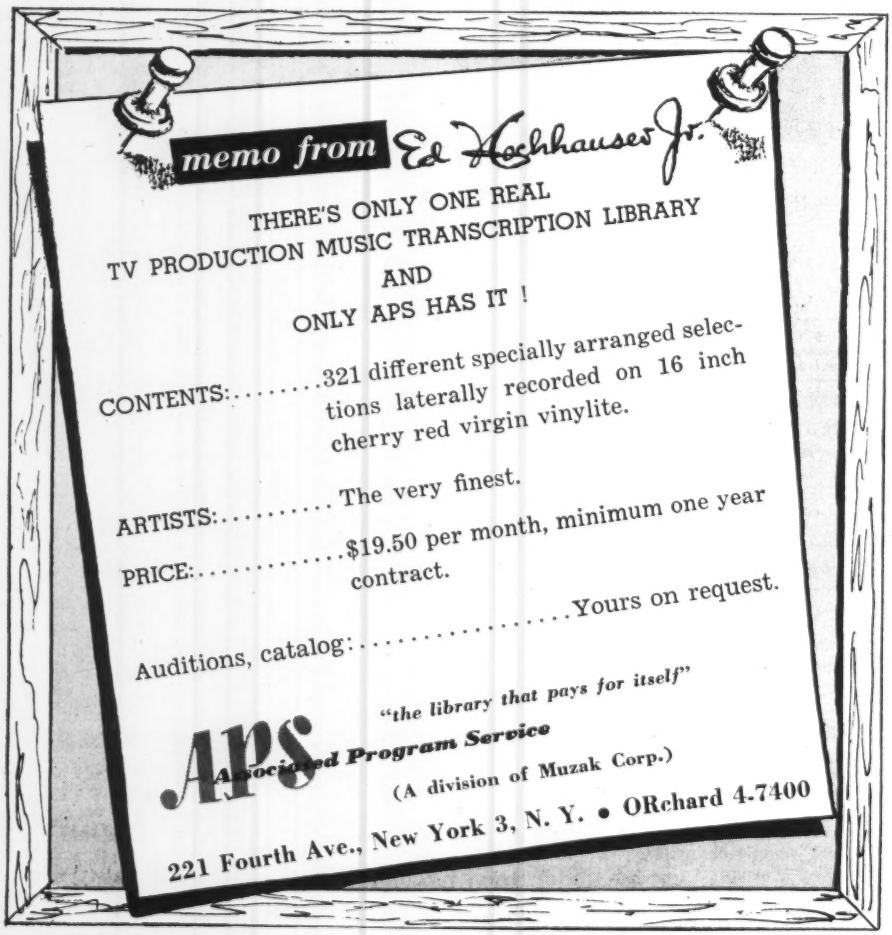
Coelos Named Manager For KONA (TV) Honolulu

ROGER M. COELOS, assistant general manager, WTTG (TV) Washington, has been named station manager of KONA (TV) Honolulu, it was announced last week by John D. Keating, president and general manager of the Hawaiian television station.

MR. COELOS

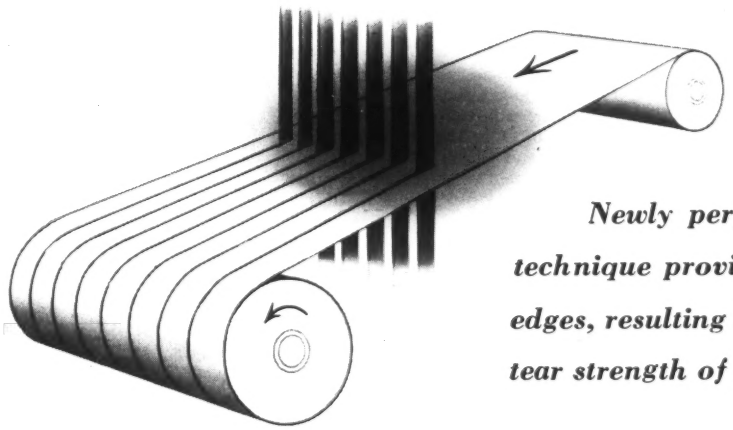
KONA, which began operation in 1952, is affiliated with NBC and DuMont, and is owned jointly by Mr. Keating, J. Elroy McCaw and the *Honolulu Advertiser*.

Mr. Coelos, who plans to join KONA early next month, has been associated with the Allen B. DuMont Labs for the past 12 years. He has been with DuMont-owned WTTG for the past seven years in executive capacities, during which time he was public affairs representative for the DuMont Television Network at the White House and on Capitol Hill.


memo from Ed Hochhauser Jr.
THERE'S ONLY ONE REAL
TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY
AND
ONLY APS HAS IT !
CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.
ARTISTS:..... The very finest.
PRICE:.....$19.50 per month, minimum one year contract.
Auditions, catalog:.....Yours on request.
"the library that pays for itself"
APS
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

NEW HOT-SLITTING PROCESS

GIVES audiotape EXTRA STRENGTH

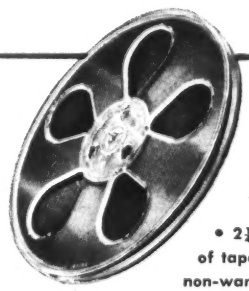


Newly perfected thermal-slitting technique provides smoother, cleaner edges, resulting in increased break and tear strength of plastic base Audiotape

IN THE manufacture of Audiotape, particular care has always been given to the slitting operation, in which the processed tape is cut into reel-size widths. Precision straight-line slitting has been one of the reasons why Audiotape tracks and winds perfectly flat and has no fuzzy edges to impair frequency response.

Now, however, even this superior slitting operation has been still further improved by precisely controlled heat application. The result, though not visible to the naked eye, is a significant increase in tape *strength*. For thermal slitting avoids the formation of the microscopic cracks and irregularities which result, in varying degrees, from any cold slitting process. Each such defect is a source of weakness and a potential tape break.

The thermal treatment in no way alters Audiotape's *balanced performance*. Hence Audiotape not only offers you the most faithful reproduction of the original sound, but also assures the highest mechanical strength obtainable with cellulose acetate base material—all at *no extra cost*.



Audiotape is now available on this NEW 7" PLASTIC REEL

• 2¼ inch hub • more area for labeling • less chance of tape spillage • greater protection to tape • rugged, non-warping construction • distinctive, modern design

. . . and in colors, too!

Audiotape 7" reels can now be obtained, for special applications, in red, blue, green, yellow or clear plastic. And Audiotape is also being offered on either blue or green colored plastic base, in addition to standard red. These distinctively colored tapes offer interesting possibilities for specialized recording and filing applications. Write for further details.

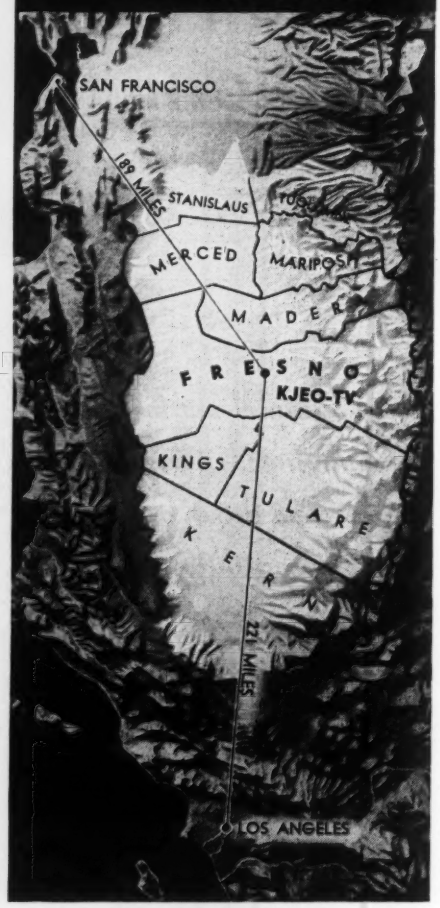
AUDIO DEVICES, INC.

444 Madison Avenue, New York 22, N. Y.

Export Dept., 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiodiscs • audiotape audiofilm • audiopoints

BASIC ABC-TV AFFILIATE FOR FRESNO



SATURATES CENTRAL CALIFORNIA'S RICH INLAND MARKET

Effective buying income
$942,044,000
in KJEO coverage area
81,850 sets Dec., 1953
(90 mile contour area)

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

KJEO
CHANNEL 47

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

'LUX THEATRES' PLAN SWITCHES TO NBC

Video version of CBS-TV 'Lux Theatre' will move to NBC-TV Aug. 26 as a one-hour show, while the CBS Radio equivalent will switch about Sept. 15, says Robert W. Sarnoff, NBC executive vice president.

IN A ten-minute closed circuit speech to NBC affiliates, Robert W. Sarnoff, executive vice president of the NBC, revealed last Thursday that Lever Brothers' *Lux Video Theatre* on Aug. 26 will start in a one-hour television version on NBC-TV on Thursdays, 10-11 p.m., and that the hour-long radio version would start on NBC about Sept. 15. The shows currently are on CBS radio and CBS-TV.

The signing was said to represent approximately $5.3 million in gross annual billings to NBC—$1.3 million in radio, $4 million in tv. The network reported Friday that acceptances of the tv order were coming in rapidly from affiliates. The order for radio affiliates would not go out until the exact day and time of the radio program were set.

Regaining Radio Leadership

Mr. Sarnoff explained that he was speaking on behalf of Sylvester L. (Pat) Weaver Jr., NBC president, who was away on a business trip, and himself. He said that when Brig. Gen. David Sarnoff, RCA and NBC board chairman, appointed Mr. Weaver and himself to their executive positions it was with the hope and the express wish that they would further fortify the television network and regain NBC Radio leadership.

"Our first move was to approach Lever Brothers," he told the affiliates in announcing that a firm 52-week contract in television and 39 weeks in radio for Lever Brothers was signed. More than 90% of the television affiliates and all radio affiliates will get the contract, it was understood.

Mr. Sarnoff also explained that the *Martin Kane* show now in the Thursday 10-10:30 p.m. period, is being released by NBC but that network and advertiser were still friends. The Kane show is sponsored by U. S. Tobacco Co. through Kudner Agency with its present contract running until Aug. 19.

Lever Brothers meanwhile renewed the half-hour *Lux Theatre* in its present position on CBS-TV [B•T, Feb. 8] for another 13 weeks, ending June 30, after which it moves to NBC-TV. Lever will continue its *Big Town* on CBS-TV.

Strengthening Benefits All

Meanwhile, B•T learned that U. S. Tobacco and its agency are displeased with NBC for its decision on the *Kane* show time but are investigating all avenues of possible solutions. The network, it was understood, has offered other time periods including Wednesday at 10 p.m.

Discussing revisions in the network schedule, Mr. Sarnoff told affiliates:

"Our placing of the *Lux Video Theatre* in the Thursday night 10 to 11 time period has required rearranging some programs of present advertisers. This has been done by the new management of NBC in accordance with its belief that a strengthening of the program schedule of any one night results in a general strengthening of the whole program structure of NBC and therefore benefits all the network's clients and its affiliates.

"The *Lux Video Theatre* preceded by the other Thursday night programs on NBC, *You Bet Your Life*, starring Groucho Marx; the new program to be announced soon by Borden's; *Dragnet* featuring Jack Webb, and the *Ford Theatre*, give NBC another pre-eminent programming night on television."

SAM FULLER (l) takes time out at Hollywood party in his honor to tell Pete Barnum, executive producer of former NBC-TV *Four Star Review*, who is replacing him as executive producer of NBC-TV *Colgate Comedy Hour*, all about the show before departing for New York and new duties as NBC-TV national tv program director.

NBC Pays $115,000 For 'Oscar' Simulcast

NBC will pay the Academy of Motion Picture Arts & Sciences $115,000 gross for rights to simulcast the 26th annual "Oscar" Awards presentation over 200 radio and about 75 tv stations, March 25, 10:30 - midnight (EST). Oldsmobile division of General Motors Corp., through D. P. Brother & Co., will sponsor the 90-minute simulcast, paying NBC $275,000.

Besides defraying the financial outlay involved in the Oscar ceremonies, money received by the AMPAS will be used to pay for Academy Theatre improvements, Treasurer Fred Metzler said.

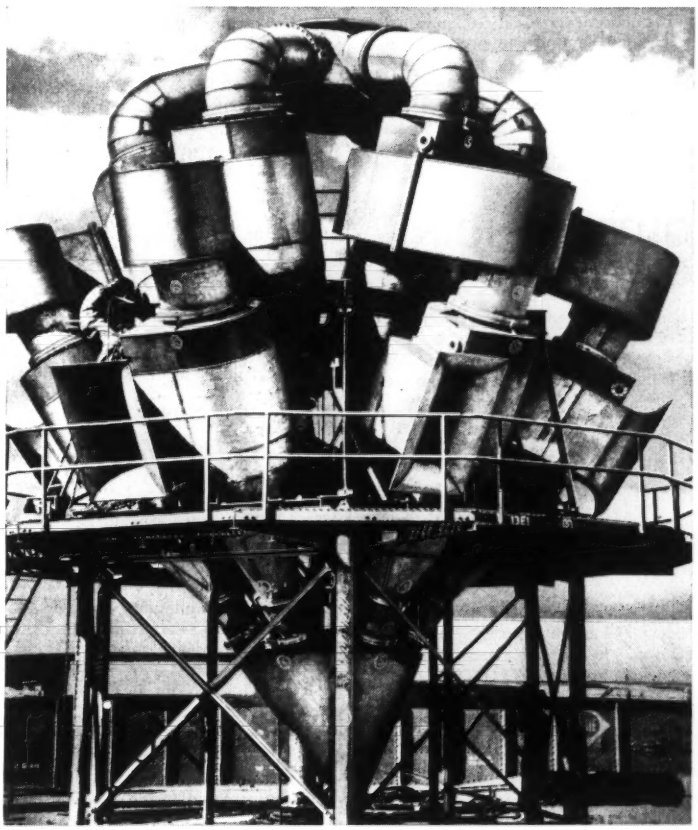
NBC-TV Reports Variety Of Purchasers on 'Today'

WIDE variety of clients are included among the nine advertisers reported last week to have signed for or extended participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EST and CST). They are as follows:

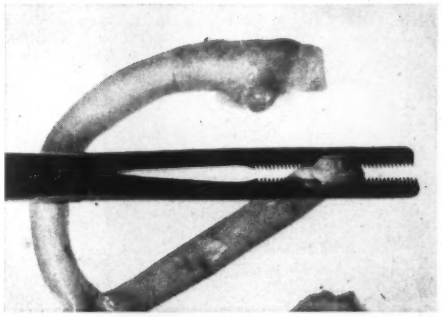
Merrill, Lynch, Pierce, Fenner & Beane, New York (investment brokers), through Albert Frank-Guenther Law, New York, for one participation last Tuesday; West Coast Lumberman's Assn., Portland, through Cole & Weber, Portland, for one participation last Thursday; Bourjois Inc., New York (cosmetics), through Foote, Cone & Belding, for 12 participations starting April 5; William Cooper & Nephews Inc., Chicago (Stayaway insecticide), through Phil Gordon Agency Inc., Chicago, for seven participations beginning July 12.

Maytag Co., Newton, Iowa (home appliances), through McCann-Erickson, Chicago,

Only STEEL can do so many jobs so well



Visitor from Outer Space? No, despite its strange, other-worldly appearance, this is no product of extra-terrestrial intelligence, no flying saucer. It's a perfectly practical, very down-to-earth catalyst collector in a large petroleum refinery. Noteworthy, however, is the extensive use of USS Stainless Steel in its fabrication . . . to provide corrosion resistance combined with great strength.



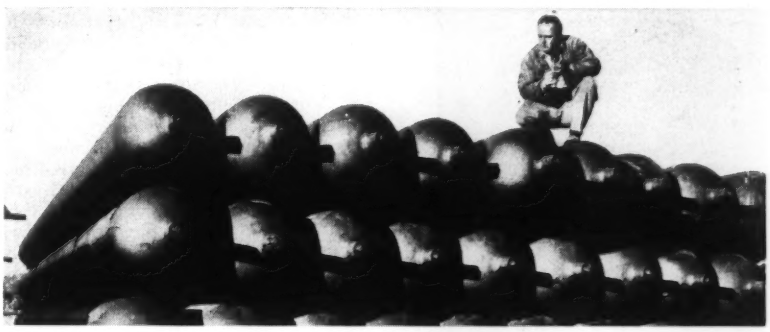
Amputations Reduced. This new surgical clamp, handmade of sanitary corrosion-resistant Stainless Steel, can grasp a human blood vessel or artery firmly during a delicate operation without injuring the vessel wall. This clamp has already helped to reduce substantially the number of amputations resulting from war wounds.

Handkerchief Test proves that you can't beat this drum for cleanliness! Rub a clean handkerchief briskly around the inside of a USS Drum. The handkerchief *stays* clean. No grease, dirt, scale or rust show up to contaminate drum contents. Why? Because of a new U.S. Steel process that results in drums absolutely clean, completely scale-free, fully rust inhibited.

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your newspaper for time and station.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

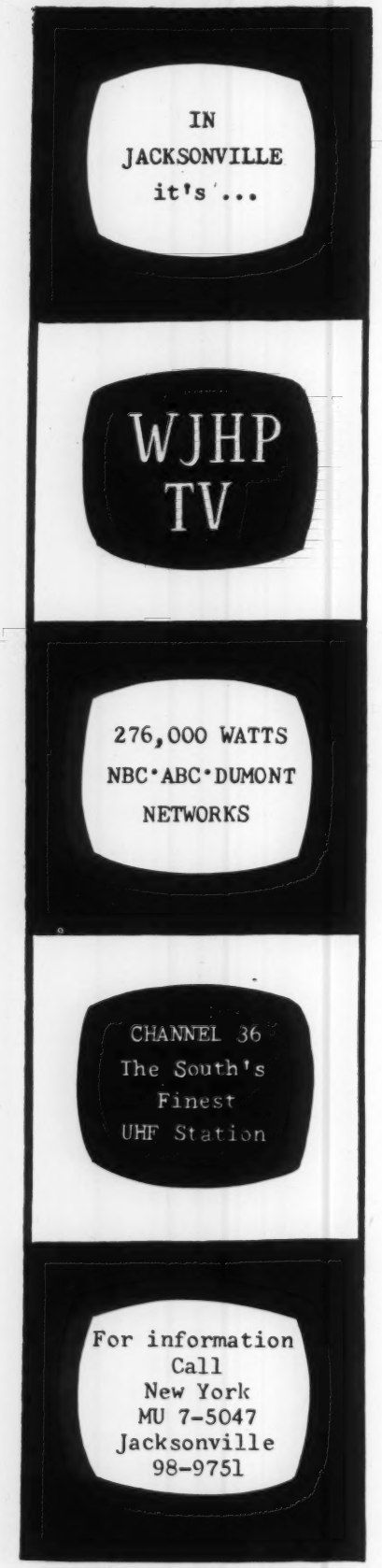


Built to be Buried. That's true of these National Seamless Steel Bottles, produced by U.S. Steel. For these bottles are filled with gas and buried underground, where weather and temperature changes don't affect gas pressure. This is the modern way to store gas . . . the safer way.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-694



for 52 participations starting March 1; Tetley Tea Co., New York, through Geyer Adv., New York, for extension of present contract to include 13 more participations beginning April 2; Florida Citrus Commission, Lakeland, Fla., through J. Walter Thompson Co., for eight additional participations beyond the present contract; Kiplinger Washington Agency Inc., through Albert Frank-Guenther Law Inc., for one participation last Thursday, and Hearst Corp., New York (*Good Housekeeping* magazine), through Young & Rubicam, for two participations beginning last Monday.

8 TV OUTLETS JOIN CBS FOR 168 TOTAL

AFFILIATION of eight more television stations with CBS-TV, raising the total to 168, was announced last week by Herbert V. Akerberg, vice president in charge of station relations.

Stations with affiliation already effective are CBOT (TV) Ottawa (ch. 4), owned by Canadian Broadcasting Corp., with Walter Powell as general manager; KFBB-TV Great Falls, Mont. (ch. 5), Buttrey Broadcast Inc., Joe P. Wilkins, general manager, and WTRI (TV) Albany (ch. 35), Van Curler Bcstg. Corp., with R. B. Wheeler, general manager.

Other new affiliates are WDSM-TV Superior, Wis. (ch. 5), WDSM Television Co., effective March 1; WORD-TV Spartanburg, S. C. (ch. 7), Spartan Radiocasting Co., Walter J. Brown, general manager, March 15; WTHI-TV Terre Haute (ch. 10), Wabash Valley Bcstg. Co., Joseph M. Higgins, general manager, July 1; KXJB-TV Valley City, N. D. (ch. 13), North Dakota Bcstg. Co., July 1, and WKBT (TV) La Crosse, Wis. (ch. 8), WKBT Television Inc., Howard Dahl, general manager, July 1.

WGMS Initiates New Eastern Fm Network

NEW station hookup, Good Music Network, has been formed with headquarters at WGMS-AM-FM Washington by M. Robert Rogers, president of the stations. The network includes seven stations from New York to Washington.

Mr. Rogers said the network is "completely noncommercial" though he added that stations can sell adjacencies. Program service will be expanded to about 10 hours a week, he said, based on live pickups plus tape-recorded programs where time is a factor. "Good Music Network will show fm at its best," he told B•T. "Stations will operate primarily with fm through-the-air connections, with telephone lines used if necessary."

The network was formed shortly after death of Maj. Edwin Armstrong had led to discontinuance of Continental (fm) Network, keyed from WASH (FM) Washington. Maj. Armstrong had financed cost of 15,000-cycle lines from Washington to his Alpine, N. J., station. Continental went off the air Feb. 2 with a memorial program dedicated to the inventor of fm.

Everett Dillard, head of Continental and WASH, said Continental had served its purpose since the war "as a major factor in reviving interest in high-fidelity broadcasting." Mr. Dillard said the new Armstrong multiplexing process would permit stations to relay one program while feeding a second program to its audience.

Mr. Rogers said FCC had been informed of formation of Good Music Network, though he added that it is "not a network in the legalistic sense." Participating stations are WFLN (FM) Philadelphia; WLAN-FM Lancaster, Pa.; WSNJ-FM Bridgeton, N. J.; WTOA-FM Trenton, N. J., and WNYC-FM, New York City municipal station. Other affiliates will be added.

Good Music Network will not be competitive with Good Music Broadcasters Inc., nationwide group of stations centering around WQXR-FM New York, he said.

'Call Me'—Eve

SOME 200 wax apples were sent to advertising agency executives in New York and Chicago last week by ABC Radio to focus attention on its new morning program series, *Ever Since Eve* (Mon.-Fri., 11:40-55 a.m. EST). Attached to each apple was a leaf reminding that Eve worked wonders with an apple, but "if you want to get women now, call me (signed) Eve." A network spokesman said "the idea worked," with dozens of calls received by ABC Radio in New York and Chicago.

NBC-TV Hollywood Remodels RCA Bldg. at $75,000 Cost

TO PROVIDE adequate quarters for several departments now housed in other buildings in the vicinity, NBC-TV Hollywood, at reported cost of "around $75,000" is remodeling part of the RCA Bldg. adjoining the network's parking lot at Selma Ave. and Vine St. The three story building also houses sales and executive offices of KNBH (TV), the network's o&o station.

Besides the servicing facilities for the network's Film Syndication Division, the remodeled section will accommodate the publicity department, unit men, tv directors and producers currently occupying quarters in the former offices of J. Walter Thompson Co., located in a building off the NBC property.

ABC-TV's Jan. Billings Up 71% Over 1953

NEW RECORD total of $2,694,391 in gross time sales billings was placed over ABC-TV during January 1954, representing an increase of 71% over January 1953, it was announced last week by Charles R. Abry, ABC-TV national sales director.

Mr. Abry pointed out that January marked the fifth consecutive month that the ABC-TV network has shown an increase in gross time sales over the previous month.

Included in the January gross time sales billings, according to Mr. Abry, are eight new accounts and four renewal orders. New accounts are R. J. Reynolds Tobacco Co., The Nestle Co. Inc., Emerol Mfg. Co., Hazel Bishop Inc., Vitamin Corp. of America, Dodge Division of Chrysler Corp. (two programs), and Beltone Hearing Aid Co. Renewals are Faith for Today Inc., Kellogg Co., Gruen Watch Co. and Bayuk Cigars Inc.

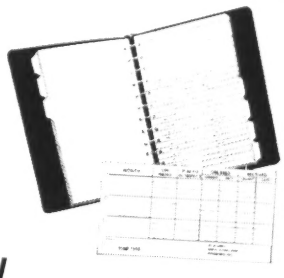
KULA-TV Joins ABC-TV

AFFILIATION of KULA-TV with ABC-TV replacing KGMB-TV Honolulu as the network's outlet there, was to be announced today (Monday) by Alfred R. Beckman, ABC's national director of the station relations departments. The affiliation will take effect April 9.

You get this

PLUS VALUE

with RCA tubes



RCA'S NEW TUBE INVENTORY MAINTENANCE PLAN

To HELP YOU keep your electron tube inventory in tip-top shape, your RCA Tube Distributor now offers the new RCA Tube Inventory Maintenance Plan . . . designed to take the guesswork out of your tube inventory control. This plan enables you to reduce "overstocks" and maintain a streamlined inventory of tubes at all times.

All you have to do is call your RCA Tube Distributor and tell him you would like to take advantage of the RCA Tube Inventory Maintenance Plan. He will make a survey of your broadcast tube requirements and recommend a program, under the Tube Inventory Maintenance Plan, that is tailored to your particular operation.

There's nothing for you to sign . . . nothing for you to buy to get the plan started. Why not phone your RCA Tube Distributor today and have him present the details of the Tube Inventory Maintenance Plan to you.

Your RCA Tube Distributor acts as your local warehouse. You'll find him friendly, courteous, and always ready to help you with your tube requirements.

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

LATEST station to affiliate with NBC-TV is WKBT (TV) La Crosse, Wis. Howard Dahl (seated), WKBT president, signs for the ch. 8 station which expects to be on the air July 1. Robert Aaron, NBC station relations, represents the network.

AT&T Links KHOL-TV

KHOL-TV Kearney, Neb., has been connected with the AT&T nationwide network of video transmission facilities, boosting to 269 the total of tv stations in 168 cities that can receive live tv network programs.

AFM AND NETWORKS STILL DEADLOCKED

Petrillo to attend meeting today. There's possibility of a slight extension of the contract by musicians if progress is made at the sessions.

WITH an extended contract expiring today (Monday), a showdown was expected to develop at a meeting scheduled in New York today in the month-long negotiations between radio and television networks and the American Federation of Musicians on a new pact.

As the deadline approached, spokesmen for the powerful New York Local 802 of AFM insisted they would implement a strike authorization unless the networks seriously considered their major condition of "live" musicians on all live radio and tv programs. It was reported that Local 802 would be amenable to extending the expiration date of the contract "by a few days only" if progress is made at today's session. The present three-year pact was to have expired on Feb. 1, but was extended by mutual agreement.

Though network representatives have asserted in the past that they cannot accede to Local 802's demands on "live" musicians, they held up as a good sign for negotiations that James C. Petrillo, AFM president, will be in attendance at the session today. Except for a perfunctory appearance at the first meeting in mid-January, Mr. Petrillo had busied himself with other union matters in Miami, and had consigned responsibilities for negotiations to leaders of Local 802 and Los Angeles Local 47, which are primarily affected by the network contract.

One source close to Local 802 said that members resent the attitude of the networks, which is represented to be that Mr. Petrillo will be the deciding factor in the local's course of conduct. Al Manuti, president of the local, was given strike authorization power by members at a meeting in New York on Feb. 3 [B•T, Feb. 8], and, this source said, has the backing of Mr. Petrillo. In contrast with the situation three years ago when the AFM chieftain blocked Local 802's strike threat, Mr. Petrillo is said to be disposed toward supporting the local on an issue, such as the one on "live" musicians, which it considers to be a matter of "life and death."

No sessions were held last week following an impasse that developed at the last meeting on Feb. 5. The stage was set for today's meeting by the arrival of Mr. Petrillo in New York last Wednesday.

Los Angeles Group Attends

In addition to Local 802, which is spearheading negotiations because the large majority of network programs originate from New York, representatives of the Los Angeles local have been attending the sessions. Mr. Petrillo, as president of the Chicago local in addition to his Federation office, delayed discussions on behalf of his local until he could make a personal appearance.

Aside from its "live" musicians demands, Local 802 is pressing for a 15% wage increase and an approximate 24% rise in the number of staff musicians. Though network representatives have been concentrating on Local 802 negotiations, they have considered the conditions asked by Los Angeles Local 47, which are said to encompass mainly a 25% increase in salaries. It is reported that Local 47 is willing to hold back its other conditions until an agreement is reached with Local 802 that may serve as a blueprint for its own contract.

Actor Goes Before AFTRA For Refusal to Testify

JOHN BROWN, Hollywood radio-tv actor featured on ABC Radio *Adventures of Ozzie and Harriet* has been cited to appear Friday night before the executive board of Los Angeles chapter of AFTRA to answer charges of violating the local's rules by refusing to answer questions on purported membership in the Communist Party put to him at a closed door hearing by a House Un-American Activities sub-committee in Los Angeles last November.

He is subject to various penalties, including suspension from the union until questions are answered, should the executive board find him guilty of violating the rule which makes cooperation with congressional committees mandatory for Los Angeles AFTRA members. Three other members (Libby Burke, Shimen Ruskin and Murry Wagner) have been found guilty of such charges and suspended for a year, with expulsion to be automatic if by that time they do not voluntarily cooperate with the House committee and AFTRA's local directors [B•T, July 13, 1953].

Film Craftsmen Join NABET

THE FILM Craftsmen Guild has voted unanimously to affiliate with the National Assn. of Broadcast Employes and Technicians under the title of Assn. of Film Craftsmen Section of the Hollywood Chapter of NABET. FCG was organized last fall [B•T, Oct. 26, 1953].

13,485 ENTRIES!

When Connie Cook Has a Cookie Contest!

HERE'S WHAT HAPPENED!

Recently, **Connie Cook** held a Cookie Contest on her afternoon **"Connie's Kitchen"** program over **WOW-TV**. Mail piled up . . .kept piling . . . 13,485 entries came in from 112 counties in five Midwestern states in less than a month!

That's a real vote of confidence for Connie, who began her **"Connie's Kitchen"** show on **WOW-TV** less than 6 months before the contest began.

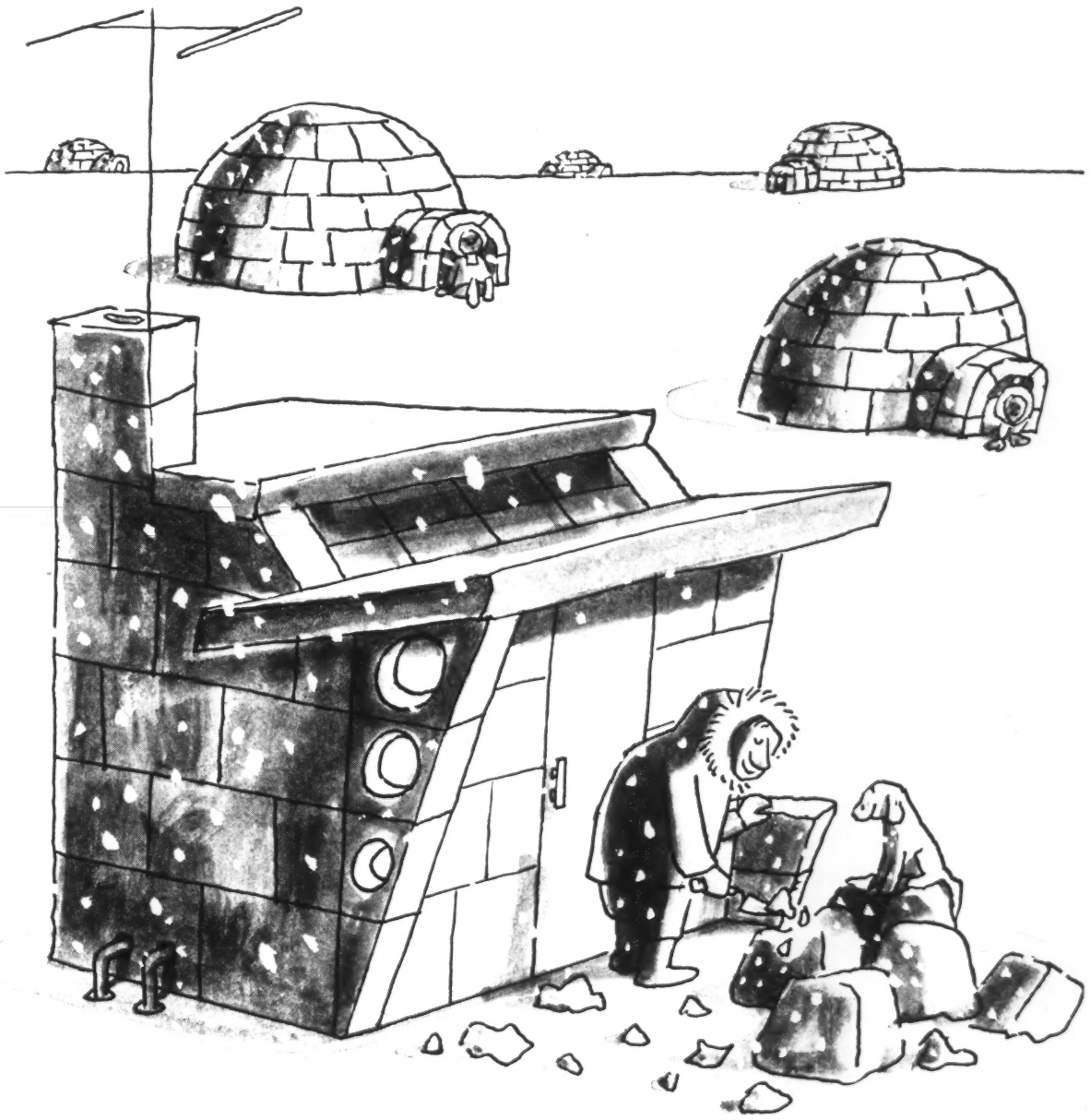
Put Connie's popularity to work for you. Ask your Blair-TV man, or contact Fred Ebener at WOW-TV about participations in "CONNIE'S KITCHEN."

WOW TV

OMAHA • 100,000 WATTS • NBC • DUMONT

A MEREDITH STATION • Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.

Some people are born leaders



...like WCAU, Philadelphia

RADIO—WCAU-Radio has 37% more quarter-hour "firsts" than the next two Philadelphia stations combined and 147% more than the next nearest station.

TELEVISION—WCAU-Television has 13% more quarter-hour "firsts" than the other two stations combined and 71% more than the next nearest station.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

RCA TRANSMITTERS ADJUST FOR COLOR

E. C. Tracey releases technical description of RCA's new 12 kw uhf transmitter at consulting engineers seminar.

RCA will modify without charge all of its existing post-war tv transmitters so they can carry color programs properly. This announcement was made last week by E. C. Tracey, broadcast equipment sales manager, at a consulting engineers seminar in Washington's Hotel Statler.

Complete information on color-modifying RCA transmitters will be sent to all station owners, Mr. Tracey said. When color terminal equipment is added, RCA will ship a kit of modification parts to such stations and an RCA engineer will be supplied to make the modification. It will not be necessary to purchase RCA color equipment, it was said.

Last week's meeting, attended by more than 100 Washington consulting engineers and FCC engineering personnel, also heard a technical description of RCA's new 12 kw uhf transmitter, which is scheduled for fall delivery [B•T, Jan. 25].

Transmitter, priced at $144,500, runs from 12.5 kw output at the low end of the uhf band to 10.25 kw at the highest uhf channel. The 12 kw amplifier, to be used in conjunction with the existing 1 kw transmitter, is priced at $99,500. The transmitter will be shipped to all customers who ordered RCA's projected 10 kw transmitter, it was announced.

One of the points made by RCA in behalf of the new uhf high-powered transmitter is ease of maintenance. One man can change the final tube in five minutes, it was said. A sample of the tetrode tube, which is the heart of the new 12 kw transmitter, was shown at the seminar.

Second on the Market

The RCA 12 kw uhf transmitter is the second placed on the market by a major transmitter manufacturer. Only other 12 kw is GE's. DuMont has a 5 kw uhf transmitter, but has declined comment on when it might have a higher-powered transmitter.

In addition to modifying transmitters for color, RCA will modify all of its microwave relay equipment at the factory for a fee of $1,000, Merrill A. Trainer, broadcast planning manager, announced. He also reported that a three-tube vidicon color film camera will be marketed for $8,750 in the near future.

RCA will also have a test pattern generator available which will include color bars at top and bottom with "I" and "Q" information on the sides. The center of the test pattern will be blank, enabling stations to use station identification and commercial messages. Use of the color test pattern will enable service men to install and align color tv receivers without awaiting special color test patterns by the station.

All uhf antennas will be measured after installation in the future, the engineers were told. Up to the present, antennas are checked at the factory, but not after installation.

Details of the new 50 kw vhf transmitters were also discussed by the broadcast equipment staff. This equipment, now ready to be shipped, is priced at $212,000.

Among RCA executives present at the seminar were W. W. Watts, executive vice president in charge of electronic products division; T. A. Smith, vice president, engineering products, and A. R. Hopkins, broadcast marketing division manager.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
Franklin Broadcasting Co., Franklin, Ky.	250 w	am	new station
KBMI Las Vegas, Nev.	250 w	am	new station
KGFL Roswell, N. M.	250 w	am	replacement
WHBT Harriman, Tenn.	250 w	am	replacement

ORDERS

General Electric Co. General Times Tv Corp.	12 kw	tv	----------

OTHER EQUIPMENT: General Electric Co. also reported last week it had received orders from WGTH-TV Hartford, Conn. (ch. 18), for complete studio equipment (new station), and from KCCC-TV Sacramento, Calif. (ch. 40), for a 12 kw amplifier.

CROSLEY CONVERTS TO PORTABLE TV

Avco division will concentrate on 17- and 24-inch sets light enough to be carried from room to room, anticipating color tv to push black-and-white from the living room to elsewhere in the house.

ANTICIPATING the time when color tv will drive black-and-white receivers from the living room to other parts of the home, as tv did to radio, Crosley Div. of Avco Mfg. Corp. is concentrating all of its tv set manufacturing facilities on production of a new tv set so compact its overall dimensions are scarcely larger than the face of its 17-inch picture tube, and so light it can easily be carried from room to room or on weekend trips, Leonard F. Cramer, Avco vice president and general manager of Crosley radio and tv, stated Tuesday at a news conference in New York.

Called Super V

Called Super V, the set includes an upright chassis in place of the usual horizontal, occupies one-third less space and is one-third lighter than most other 17-inch sets. It uses 15 double-purpose tubes instead of 22 conventional tubes. List price suggested by Crosley is $139.95. The 17-inch model is now in production, with a 21-inch version to be introduced in April, he said, stating that these will account for Crosley's entire tv set output this season. Mr. Cramer declared:

Radio was not hurt by television. Black-and-white will not be hurt by color. Radio simply turned the living room over to tv and moved into almost every other room in the house with programs tailored to fit. Manufacturers developed specialized models like car radios, portables and clock radios. Last year more than 13 million radios were sold, compared with 7 million television receivers.

We are about to see an evolution in television similar to that in radio. As color moves into the living room, black-and-white will move into the other rooms. And Crosley is set to hurry that evolution or revolution along.

Color Television Will Spark Electronics Boom—Halligan

WHEN color tv comes into its own, progress of electronics will "catalyze a boom for all industry," William J. Halligan, president and board chairman of Hallicrafters Co., declared last week. He issued his views in connection with the company's announcement it is building a new $1.5 million one-story factory for expanded tv manufacturing and other purposes. The plant will cover 200,000 square feet of floor space and be completed in mid-July, permitting an additional 1,000 employes.

Mr. Halligan pointed out that the electronics industry is growing faster than any other major business today, and with color television "could take over economic leadership from Detroit." Electronics currently is operating at an $8 billion sales volume rate at factory level and will rise to $10 billion in 1955 and $13-15 billion by 1957-59, he predicted.

Kay Labs Demonstrates Simplified Tv System

A SIMPLIFIED remote tv system, capable of both direct closed circuit and radio frequency use, has been shown to the tv industry and press by Kay Labs (Kalbfell Laboratories Inc.), San Diego precision electronic instrument manufacturers, in Los Angeles.

The new system, with three component parts (camera, camera control and synchronizer-monitor), offers savings in both initial and operating costs, company executives stated.

Its features, besides flexibility and light construction, include use of a camera to show film without a special projector, ease of warm-up, use of most power sources including a battery, sensitivity and high definition without special lighting and operation of all camera adjustments by special remote controls.

A Different Tv 'Lineup'

EXPERIMENTAL closed-circuit telecast of a fictitious police line-up was held by the New York City Police Dept. last Tuesday and at its conclusion department officials indicated they favored use of television as an aid to law enforcement.

The telecast, which made use of policemen instead of criminal suspects, was beamed from New York police headquarters to Brooklyn police headquarters where officials viewed the line-up on three receivers. They termed reception "very good."

RCA provided the pick-up and receiving equipment for the telecast.

Hessler, Graybar V. P., Dies

GEORGE F. HESSLER, 64, vice president in charge of all sales activities and a member of the board of directors and the executive committee of the Graybar Electric Co., New York, died in Venice, Fla., on Feb. 1. He had been associated with the company since 1906, when he joined Western Electric Co., whose supply department became incorporated under the name of Graybar Electric Co. in January 1926.

Since March 1949 he headed the company's sales activities.

Silicon Transistors Announced

DEVELOPMENT of transistors made of silicon by the Raytheon Mfg. Co., Waltham, Mass., has been announced by N. B. Nichols, manager of Raytheon's research division. He noted that these transistors, unlike those made of germanium, can withstand extreme heat and have been tested at temperatures up to 350 degrees Fahrenheit.

Mr. Nichols said that in certain applications involving high wattage and resultant high temperatures, or in applications with high ambient temperatures, germanium transistors have not been practical. The new Raytheon transistors of silicon, he added, are expected to overcome most of these difficulties.

all top drawer!

They're all top drawer with every TV advertiser in America. And they're all top drawer with us because our experience, enthusiasm and effort are concentrated towards "quality representation." Our stations are more direct. They call it good business.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

GPL Sells Three Uhf 'Packages' to Rounsaville

GENERAL Precision Labs, Pleasantville, N. Y., announced last week that Robert W. Rounsaville, radio stations operator, has purchased three complete "station packages" of equipment needed to open three new uhf stations in Cincinnati, Louisville and Atlanta.

Mr. Rousaville is owner of WQXL (TV) Louisville (ch. 41), which is expected to open next month; WQXN (TV) Cincinnati (ch 54), scheduled to go on the air in early summer, and WQXI-TV Atlanta (ch. 36), expected to begin operations later in the year.

The purchase includes six GPL-Pye camera chains, three GPL-Continental uhf transmitters, three vidicon film chains, six 16mm film projectors, three antennas, and associated equipment.

Powell to American Screen

RALPH C. POWELL has been named product manager of American Screen Products Co., Miami, Fla. He will have charge of sales of television antennas and associated equipment previously designed by him as consultant to the company. He said antennas will be assembled from fabricated parts at the company's plants in Miami, Plymouth, Ind., and El Monte, Calif., and shipped to distributors.

MR. POWELL

Color Prints Ready For Tv Transmission

Dr. Alfred N. Goldsmith, chairman of NTSC's Panel II-A, Color Transcriptions, issues his committee's final report.

COLOR transmission via tv of color prints by direct photography as well as color release prints—and their concomitant equipment—are available and give "generally acceptable results," Dr. Alfred N. Goldsmith, chairman of NTSC's Panel II-A, Color Transcriptions, said last week in the final report of his committee.

But, warned Dr. Goldsmith, information about kinescope recording of color programs is insufficient to enable firm conclusions to be drawn.

The color transcriptions committee rendered an interim report last September when NTSC filed its voluminous comments on its study of compatible color tv standards. NTSC was dissolved only a fortnight ago [B•T, Feb. 8].

Reason why color tv data for kinescope recordings cannot be furnished, members of the subcommittee explained, was that color film scanning and kinescope equipment were not generally available. "However," Dr. Goldsmith said in his final report, "progress in this field is rapid and the ultimate successful utilization of color kinescope-recording is a definite possibility."

The handbook, which is available through the office of Dr. W. R. G. Baker, chairman of NTSC, at General Electric Co., Electronics Park, Syracuse 1, N. Y., is the result of work done by 30 members of two major committees and two subcommittees. Committee 1, on Color Recording Methods and Materials, was headed by Dr. Herman H. Duerr, General Aniline and Film Corp.; Committee 2, Color Release Print Methods and Materials, by Dr. E. Meschter, E. I. duPont de Nemours; Committee 3, Color Transcriptions, by Charles L. Townsend, NBC.

Vice chairman of Panel 11-A was Donald E. Hyndman, Eastman-Kodak.

CBS Inc.'s Earnings Set Record in 1953

LARGEST earnings in the history of CBS Inc. are indicated by a preliminary estimate of the company's sales and profits for the fiscal year ended Jan. 2, Board Chairman William S. Paley told the board of directors last Thursday.

He said the preliminary figures indicated net earnings would approximate $3.75 per share—or $1 per share more than the figure for the year ended Jan. 3, 1953. The audited figures will be released in March.

The board at its meeting declared a cash dividend of 40 cents a share on Class A and B stock, payable March 5 to stockholders of record at the close of business Feb. 19.

Charles F. Stromeyer, newly named president of CBS-Hytron, tube manufacturing division of CBS Inc. [B•T, Feb. 8], was elected to the CBS board, and the resignation of Frederick L. Chapman from the board was announced.

Mr. Stromeyer also was elected a vice president of CBS Inc., as was Dr. Peter C. Goldmark, who was elevated to the presidency of the CBS Labs Division at the same time Mr. Stromeyer was named president of CBS-Hytron.

Urges Trade Ads

RECOGNITION of the importance of trade paper advertising was urged by Gerald Light, director of advertising for CBS-Columbia, in a talk last week before a sales executives' group at the company's headquarters in Long Island City. He contended that business paper advertising offers "an excellent method of getting our product story across to dealers and distributors," calling a business paper insertion an "extra salesman." Mr. Light said that CBS-Columbia, as a new tv receiver manufacturing organization, had undertaken a program of expansion on all levels and noted that the company's trade paper advertising program had proved effective in distributor and dealer relationship.

CBS-TV, TelePrompTer Sign Blanket Contract

SIGNING of new long-term contract by CBS-TV for use of TelePrompTer on CBS-TV programs was announced last week by the TelePrompTer Corp., New York, coincident with an expansion program at the equipment organization.

Under the contract, CBS-TV is given access to the new all-electronic TelePrompTer service on all its programming. The transaction was said to represent the "biggest deal thus far made by TelePrompTer involving blanket use of equipment," although, it was pointed out, a number of shows and personalities on CBS-TV, NBC-TV, ABC-TV and DuMont have been using TelePrompTer for several years.

A spokesman for TelePrompTer said that with the company's annual billings reaching $1 million mark, a program of expansion has been implemented, including the opening of offices in Hollywood, Chicago, Philadelphia and Washington, as well as enlarging New York offices. New personnel added to the staff, he said, include Don Redell, who has been brought in as sales manager; Bert Swift, assistant sales manager; Bill Marsh, manager of public speaking operations, and Herb Hobler, general sales manager of the National Sales Corp., a company operating under a TelePrompTer franchise.

Zenith Permitted to File Amended Counter Claim

ZENITH Radio Corp. was granted permission by Federal District Court in Chicago to file an amended counter-claim against RCA —and two other companies—in a $16 million suit charging violation of the anti-trust laws [B•T, Jan. 11].

Judge Michael L. Igoe ruled in favor of Zenith and Rauland, tube manufacturing subsidiary, despite a motion for dismissal by RCA. The motion permits Zenith to include General Electric Co. and Western Electric Co. along with RCA as parties to the suit.

Judge Igoe set no date for further hearing in the Chicago court pending the outcome of litigation in the Delaware district court involving a suit RCA had filed against Zenith charging patent infringements. RCA filed suit against both Zenith and Rauland in 1948.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif. (mfrs. magnetic recording equipment), announces new eight-inch all metal reel, with 1200 foot capacity, using standard NARTB hub, which can be used on any machine which takes the NARTB hub. Firm has also announced a price reduction on its standard 10½ inch reel, now available in quantity. Ampex markets a 14-inch reel, designed especially for long-playing applications. It holds 4800 feet of tape.

Allen B. DuMont Labs Inc. licenses A. G. Healing Ltd., Melbourne, Australia, to manufacture and sell tv receivers in Australia under a Healing brand name. Licensing anticipates future establishment of tv broadcasting in Australia.

Amperex Electronic Corp., Hicksville, N. Y., has released a 577-page catalog titled *Amperex Electronic Tubes.* The catalog is divided into seven sections: Air Cooled Power Tubes, Water and Forced Air Cooled Power Tubes, Rectifier Tubes, Magnetrons, Vacuum Condensers, Thyratrons, and Tube Accessories. Price is $2.00.

The Daven Co., Newark, N. J., announces a new approach to produce Encapsulated Wire Wound Resistors in using air to keep the molding material separated from the resistance wire. Further information can be obtained from that company, Dept. SW, 179 Central Ave., Newark 4, N. J.

Dage Electronics Corp. reports first installations of its camera with new C-105 Multiplexer for film and slide reproduction, permitting Vidicon pickup tube to operate at much higher light levels than formerly with shadow box operation. Over 20 tv stations are now using camera for film pickup and 50 outlets have purchased equipment for various studio purposes, firm reports.

The other member of the family

In less than five years, WCCO-TV has become firmly established as "the other member of the family" in more than 400,000 homes in the 62 counties WCCO-TV serves best. Already, throughout the Northwest, WCCO-TV is a tradition: "The other member of the family"—influencing the work and play; the eating, entertainment, and buying habits of these people . . . the eighth largest market in the United States.

Here's proof:*

1. First by far in community service.
2. 10 of the top 15 shows are on WCCO-TV.
3. More daytime viewers of WCCO-TV than all other Twin City television stations combined.
4. WCCO-TV commands more than 60% of all quarter-hours of TV programming in the area.

It's more than a mere coincidence. It's sheer leadership. WCCO-TV *is* "the other member of the family" in the Northwest. Ask Messrs. Free and Peters to show how WCCO-TV leadership can work for you.

WCCO-TV

The other member of the family
Minneapolis—St. Paul

CBS

*Telepulse,
December, 1953

'OMNIBUS,' 'MURROW' NAMED BY NAFBRAT

National Assn. for Better Radio and Television announces its list of outstanding tv and radio programs for 1953.

CBS-TV's *Omnibus* and CBS Radio's *Edward R. Murrow* have been named the outstanding tv and radio programs for 1953 by the National Assn. for Better Radio and Television in its third annual national awards announcement, according to Clara S. Logan, NAFBRAT president.

Tv programs named as best in their categories are: CBS-TV *Studio One*, drama; ABC-TV *Make Room for Daddy*, family situation; CBS-TV *You Are There*, education and information; CBS-TV *Burns & Allen Show*, comedy; NBC-TV *Show of Shows*, variety; CBS-TV *See It Now*, reporting and news interpretation; CBS-TV *Person to Person*, interviews; NBC-TV *Voice of Firestone*, music; NBC-TV *Ding Dong School*, younger children's program; NBC-TV *Mr. Wizard*, older children's program; Coronation coverage by ABC-TV, NBC-TV, CBS-TV, Canadian Broadcasting Corp, and British Broadcasting Corp., public service.

Best radio programs for 1953, according to NAFBRAT, are: CBS Radio *Hall of Fame*, drama; ABC Radio *Adventures of Ozzie & Harriet*, family situation; CBS Radio *Jack Benny*, comedy and variety; CBS Radio *Edward R. Murrow*, reporting and news interpretation; NBC Radio *NBC Symphony*, classical music; NBC Radio *Dinah Shore*, popular music; CBS Radio *Invitation to Learning*, education and information; CBS Radio *Let's Pretend*, younger children's program; NBC Radio *Youth Wants to Know*, older children's program; NBC Radio *National Farm & Home Hour*, agricultural; ABC Radio *Mary Margaret McBride*, day-time program; Coronation coverage by networks in cooperation with BBC, public service.

Women Commentators Honored by Zenith

THIRTY-FOUR women tv commentators were honored last week by Zenith Radio Corp. with awards for excellence in 1953 local public service programming, and another—Dr. Frances Horwich, conductor of NBC-TV's *Ding Dong School*—received a special mention award on the national level.

List of the recipients follows:

Shirley Krayble, *Little People*, WLWA (TV) Atlanta; Anne Holland, *Let's Face the Problem*, WBAL-TV Baltimore; Emily Martin, *Model Kitchen*, WABT (TV) Birmingham; Polly Huse, *Domestic Diary*, WBZ-TV Boston; Beulah Karney, WBKB-TV Chicago; Maggi Byrne, *Maggi Byrne Show*, WNBK (TV) Cleveland; Fern Sharp, *Sharp Comments*, WBNS-TV Columbus; Kay Breckenridge, KKTV (TV) Colorado Springs, Colo.; Julie Benell, *Tv Kitchen*, WFAA-TV Dallas; Virginia Patterson, WHIO-TV Dayton; Dolores Ryan, *A Woman's World*, WTVP (TV) Decatur, Ill.

Edythe Fern Melrose, WXYZ-TV Detroit; Margaret McDonald, *What's Cooking*, WBAP-TV Fort Worth; Carol Duvall, WOOD-TV Grand Rapids, Mich.; Norma Gilchrist, *Helpfully Yours*, KTTV (TV) Hollywood; Miriam Murphy *Harrisburg Hostess*, WTPA (TV) Harrisburg, Pa.; Bea Johnson, *Happy Home*, KMBC-TV Kansas City, Mo.; Judy Wallace, *Brunch with Judy*, WTVJ (TV) Miami; Breta Griem, WTMJ-TV Milwaukee; Phila Rawlings, *Kitchen Kollege*, WSM-TV Nashville; Jeanne Porter, *Adventures in Homemaking*, WKNB-TV New Britain, Conn.

Loys Malgren, *Tv Shopper*, WNHC-TV New Haven, Conn.; Margaret Arlen, WCBS-TV New York; Lucile Clark, *Let's Cook with Lucile Clark*, WTAR-TV Norfolk, Va.; Sibyl Johnson, *Cook's Book*, WKY-TV Oklahoma City; Jean Corbett, *Home Highlights*, WCAU-TV Philadelphia; Ruth Dunlop, *Cook's Corner*, KPHO-TV Phoenix; Alice Jackson, *Let's Go Shopping*, WJAR-TV Providence; Wilma M. Sim, *Homemaking with KSD-TV*, KSD-TV St. Louis; Bee Baxter, KSTP-TV St. Paul; Reva Beck Basone, *It's a Woman's World*, KDYL-TV Salt Lake City; Edith Green, *Your Home Kitchen*, KRON-TV San Francisco; Janet Miller, *At Home with Janet*, WTVU (TV) Scranton, Pa.; Ruth Crane, WMAL-TV Washington; Frances Horwich, *Ding Dong School*, WNBQ Chicago.

FIRST prize for best job of merchandising and sales promotion by affiliates of Keystone Broadcasting System was presented recently by Carnation Milk Co. to WSSV Petersburg, Va. Ray L. Moss (r), WSSV manager, accepts the $500 check from Cecil Tunstall, Carnation representative. Company awarded 70 prizes to KBS affiliates in a contest for its Tex Ritter show.

CBS-TV Takes Eight Of 16 'Emmy' Awards

TWO TIE votes highspotted the Sixth Annual "Emmy" awards by the Academy of Television Arts & Sciences Thursday night in Hollywood. Sixteen awards were made, eight to CBS-TV, five to NBC-TV and three to ABC-TV.

Best new program award went to ABC-TV for *Make Room for Daddy*, with the ABC-TV *U. S. Steel Hour* named best dramatic program. Tied as best audience participation, quiz or panel program were NBC-TV *This Is Your Life* and CBS-TV's *What's My Line. I Love Lucy*, CBS-TV, became a two-time winner, being cited as best situation comedy with Vivian Vance adjudged best supporting actress. Eve Arden, of the CBS-TV *Our Miss Brooks*, was voted best female star of a regular series. Donald O'Connor, NBC-TV's *Colgate Hour*, was voted best male star of a regular series. CBS-TV's *Omnibus* was best variety program.

Art Carney of CBS-TV's *Jackie Gleason Show* was named the best supporting actor. Edward R. Murrow, CBS newscaster, was given the outstanding personality of 1953 award for his CBS-TV *See It Now* and *Person to Person*.

Dragnet, NBC-TV, was the best mystery, action or adventure program. *Kukla, Fran & Ollie*, NBC-TV, was deeemed the best children's program and the NBC syndicated film *Victory at Sea* the best public affairs program.

National Television System Committee received a distinguished contribution award "for evolving the present-day method of attaining compatible color."

On the local level, KNXT (TV) Hollywood took three of the five awards with *Shakespeare on Tv*, best public affairs program; Dr. Frank C. Baxter, outstanding male performer, and *Juke Box Jury*, best entertainment. *Sheriff John*, on KTTV (TV), was named best children's program, and Roberta Linn, KTLA (TV) *Cafe Continental*, outstanding female performer.

Morse, Morley Debate Radio-Tv Educ. Value

VALUE of radio and television as an educational force was upheld last week by Sen. Wayne Morse (Independent—Ore.) but was challenged by Felix Morley, writer and former president of Haverford (Pa.) College.

These viewpoints were offered on *America's Town Meeting* (ABC Radio, Tues., 9-9:45 p.m. EST) last week during a program on the general topic, "Are We Trained to Think for Ourselves?" In reply to a question from the audience as to whether radio and television were weakening independent thought, Mr. Morley commented.

"I do a certain amount of work on the radio, so perhaps I should say that, so you won't think I'm prejudiced. I would say that the chief difficulty that both radio and television have to surmount is that the listener—the student, if one can call him that—who is learning from those media, is in a passive condition. He is not making a contribution himself. I don't think any educational process which is wholly passive on one side is a promising educational process."

In rebuttal, Sen. Morse asserted that "our radio and television and other mass media are great instruments for developing creative thinking on the part of our people." He said that "a lot of programs are rot," but that many others are "very stimulating."

"Many stir up widespread discussion among adults of America," Sen. Morse continued. "They enlarge the fields of music and politics and economics. I don't think we should underestimate the importance of mass media as a stimulant to creative thinking in this country. Programs can be better, but they are one of the important educational institutions."

Educators Boost Uhf

PLANS for promotion of uhf television will be considered at a meeting called by the National Citizens' Committee for Educational Television for March 1 at Washington's Hotel Statler. RETMA, NARTB, Uhf Tv Assn. and representatives of the FCC, networks, manufacturers and dealers have been invited to take part. The Joint Committee on Educational Tv also will participate. NCCET's Earl Minderman, in announcing the uhf promotion session, pointed out that two-thirds of the some 250 reserved educational channels are in the uhf band.

News' Mueller, Columnist Crosby Win Polk Awards

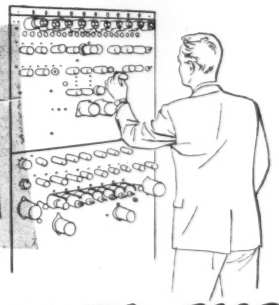
MERRILL MUELLER, newscaster and executive radio producer for NBC, and John Crosby, radio and television columnist for the New York *Herald Tribune* were named last week as winners in the radio and television classifications of the sixth annual George Polk Memorial Awards granted by Long Island U. for distinguished contributions in the field of journalism.

Mr. Mueller was cited for his "freshly creative and distinctively novel approach" in producing *Weekend* (NBC Radio, Sun., 4-6 p.m. EST), which the network describes as the "Sunday newspaper of the air."

In honoring Mr. Crosby, the awards committee said that his "energetic and hard-hitting articles often give direction to the stumbling medium of television."

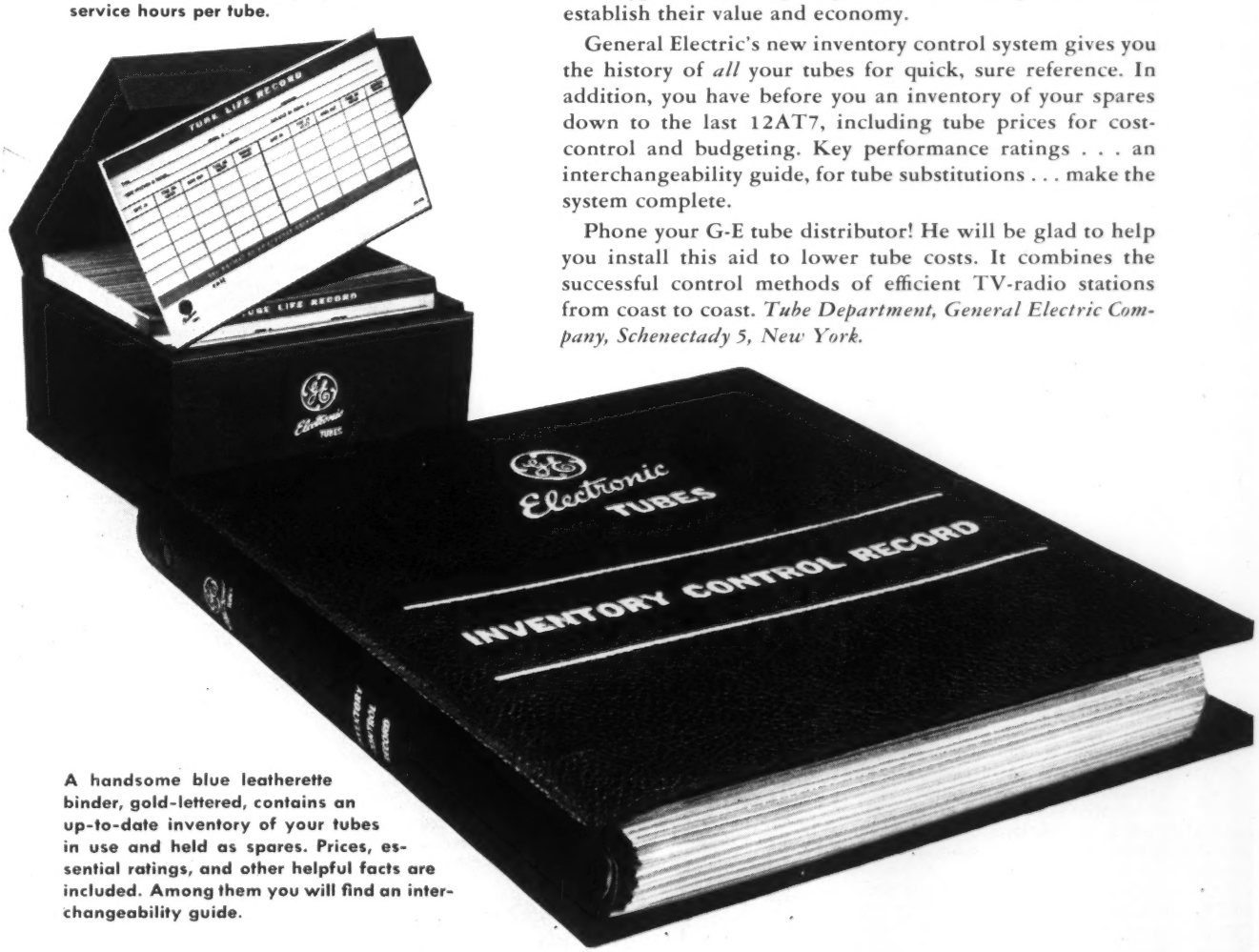
TV-RADIO BROADCAST ENGINEERS!

Cut tube cost-per-hour with G.E.'s NEW complete . . .



TUBE INVENTORY CONTROL SYSTEM

A metal box holds your file of tube life cards. These show performance by type and location, from the time a tube is installed until replacement is made. You have an accurate check on operating life which helps you obtain more service hours per tube.



A handsome blue leatherette binder, gold-lettered, contains an up-to-date inventory of your tubes in use and held as spares. Prices, essential ratings, and other helpful facts are included. Among them you will find an interchangeability guide.

Ask your G-E tube distributor for details!

● In order to reduce tube replacement expense, you must have the full performance record of every tube in your equipment. A failure by any tube—power, rectifier, or other type—to meet life expectancy will then show up clearly. Conversely, those types which are giving better-than-average service will establish their value and economy.

General Electric's new inventory control system gives you the history of *all* your tubes for quick, sure reference. In addition, you have before you an inventory of your spares down to the last 12AT7, including tube prices for cost-control and budgeting. Key performance ratings . . . an interchangeability guide, for tube substitutions . . . make the system complete.

Phone your G-E tube distributor! He will be glad to help you install this aid to lower tube costs. It combines the successful control methods of efficient TV-radio stations from coast to coast. *Tube Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-1C1

Bannell Describes Guatemala News Bans

Ousted NBC newsman will cover by remote control from El Salvador.

RADIO is a powerful means of communications in Guatemala, with 23 stations in operation, but free flow of information within the country is virtually impossible because of strict censorship procedures.

The commentary was provided by Marshall F. Bannell, NBC correspondent who was expelled from Guatemala Feb. 2 [B•T, Feb. 8], at a news conference in New York last Wednesday. He explained that any information or observation that is considered "detrimental to the best interests of the government" would be expunged by government-appointed censors employed at each of the stations.

GUATEMALA

Mr. Bannell, who was ordered to leave the country along with *New York Times* correspondent Sydney Gruson, was accused by Guatemalan authorities of "systematically" defaming and slandering the government. Mr. Bannell plans to leave for El Salvador on Tuesday, explaining that he will report on conditions in Guatemala from there because El Salvador is only 40 minutes away by air.

He said no foreign newsmen are left in Guatemala, but added that he expected to do "a satisfactory job" from El Salvador, relying on information to be relayed to him from contacts he has established in Guatemala. He said El Salvador, unlike Guatemala which is highly infiltrated by Communists in government, trade unions, press and radio, is strongly anti-Communist and friendly to the U. S.

Mr. Bannell said there is high listenership to radio in Guatemala, but claimed that attempts to reach the country from the outside with anti-communist messages have been unsuccessful. He explained that many such efforts relied on short-wave and were necessarily futile because there are few short-wave radio receivers in Guatemala. In reply to a question, he expressed belief that medium-wave broadcasts to the country by the Voice of America, which since have been discontinued, were "ineffectual."

Independents to Pay $55,534 to BMI Canada

MUSIC copyright fees set by the Canadian Copyright Appeal Board at Ottawa will bring BMI Canada Ltd. $55,534 from independent Canadian broadcasters, up from last year's $46,278. BMI Canada Ltd. asked for a 20% increase in its 1954 rates.

CANADA

ASCAP's Canadian counterpart, Composers, Authors & Publishers Assn. of Canada (CAPAC), asked for and was authorized to collect fees on the same basis as in 1953, namely at 1¾% of station's gross revenue. This fee would amount to about $350,000 annually.

The fee was set at this basis two years ago and has been contested in the courts by the Canadian Assn. of Radio & Television Broadcasters. Decision as to the method of levying fees on gross revenue is expected to be handed down soon by Canada's Supreme Court.

CARTB counsel suggested to Copyright Appeal Board that stations only pay the percentage on what they receive from Canadian Broadcasting Corp. for carrying network musical programs, and a separate fee for music originated at their stations.

No New CBC Grants

NO NEW am or tv grants were recommended at the Jan. 29 meeting of Canadian Broadcasting Corp.'s board of governors at Montreal. Two applications for ch. 12 at Peterborough, Ont., were heard but a decision was deferred.

CANADA

CKNW New Westminster was denied a satellite transmitter at Cloverdale, B. C. Share transfers were approved for CKOK Penticton, CJFX Antigonish, CKBW Bridgewater, CKOC Hamilton, CKRS Jonquiere, CHLT Sherbrooke, CKTS Sherbrooke, and approval was given for change of control of CKRC Winnipeg, and CKCK Regina, from family corporate ownership to president of corporation personally.

CBC to Hold Fast Against ACRTA Plan

THE Assn. of Canadian Radio & Television Artists (AFL), in a new contract it has asked Canadian Broadcasting Corp. to sign by Feb. 14, is demanding that CBC refuse to let non-union personalities appear on tv panel programs. Likelihood of strike action was diminishing last Friday with a compromise agreement expected.

CANADA

CBC, as a government-owned corporation, is not expected to yield on its stand that such closed shop conditions would be interference with the right of free speech. No important upward wage revisions are being asked by ACRTA in the contract it has asked CBC to sign.

The union has ordered its Toronto membership not to deal directly with Don Hudson, CBC's supervising television producer, for reasons given as "unprofessional behavior." Mr. Hudson has been given full backing in his actions by top Toronto CBC television officials.

Canadian Government Ads Cost $3.5 Million

CANADIAN government departments last year spent $3,500,000 advertising in various media, with the Dept. of National Defense, Ottawa, spending $1,975,888 of the total in radio, newspapers and periodicals for recruiting, according to an official report.

CANADA

There was no break-down on amounts for each medium. Most advertising was placed through agencies, with Walsh Adv. Ltd. and Ronalds Adv. Agency, both Montreal, and MacLaren Adv. Ltd., Toronto, sharing the bulk of the Defense Dept. placements.

Next largest government advertiser was the Canadian Travel Bureau of the Dept. of Resources and Development with $881,000 placed through Cockfield, Brown & Co., Montreal.

CBC to Get $23,644,450 For Next Fiscal Year

CANADIAN Broadcasting Corp. will receive $23,644,450 in the 1954-55 fiscal year from the Canadian Parliament, according to estimates announced by Finance Minister Douglas Abbott on Feb. 5 at Ottawa.

CANADA

An estimated $15 million of the amount will be from excise taxes collected on radio and television sets and components, in lieu of the annual listener license fee dropped early in 1953. Another segment of the sum is the annual subsidy of $6,250,000 for radio broadcasting recommended in 1951 by the Massey Commission. In addition CBC will get a loan of $3 million from the government to expand its tv services and complete new stations at Winnipeg and Halifax.

—PROFESSIONAL SERVICES—

McENTIRE, HECKMAN, SIMS JOIN DL&A

FORMER Securities Exchange Comr. Richard B. McEntire, Jerome Harold Heckman and John R. Sims Jr. have become associated with the Washington radio-tv law firm of Dow, Lohnes & Albertson, it was announced last week. Firm is expanding its quarters in the Munsey Bldg.

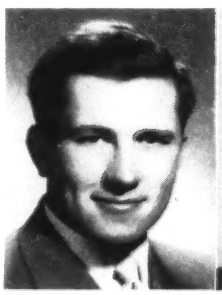
Named to SEC in 1946

Mr. McEntire was appointed by President Truman in 1946 to SEC to fill the unexpired term of Sumner T. Pike. He was reappointed in 1948 for a five-year term, resigning in June 1953 to return to private practice.

MR. McENTIRE

A native of Topeka, Kan., Mr. McEntire was graduated in 1934 from the Washburn College School of Law there. He subsequently served as U. S. Commissioner for the District of Kansas and in 1939 became an attorney with the State Corporation Commission of Kansas. He later was named general counsel and in 1944 was elected chairman.

Mr. McEntire has been particularly active in connection with enforcement of securities laws as applied to Canadian offerings. He led the American delegation to the treaty negotiations with Canada in 1951. He is a Republican and 32d degree Mason.



MR. SIMS

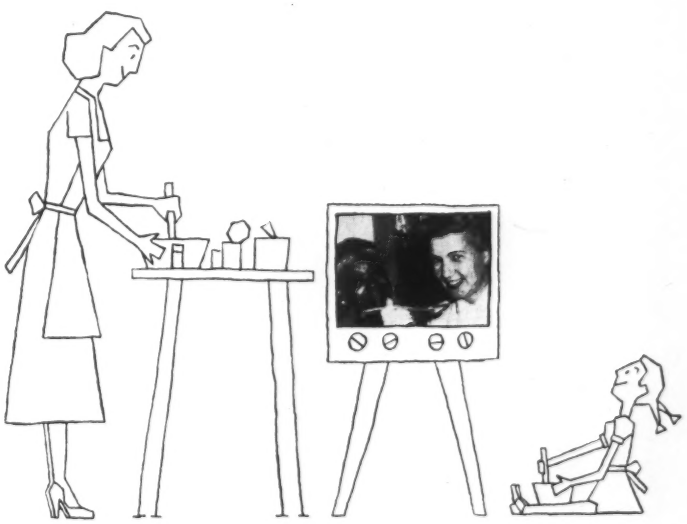
MR. HECKMAN

Native Washingtonian

Mr. Heckman, a native of Washington, finished first in the June 1953 class of evening school graduates at Georgetown U. Law School. He is a Navy veteran.

Mr. Sims received his law degree in 1952 from the U. of Virginia. He subsequently engaged in private practice in Strasburg, Va., where he also was assistant cashier and assistant trust officer of the First National Bank there. He is an Army veteran.

the picture people prefer



women's service features on **woai-tv** deliver an exclusive audience in this big texas market. **menu matinee** is the only cooking show in san antonio. local personalities get your sales story across as no one else can. cook up more sales with menu matinee, minute participations $70 open rate on **woai-tv, nbc** affiliate. call a **petry** man.

HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

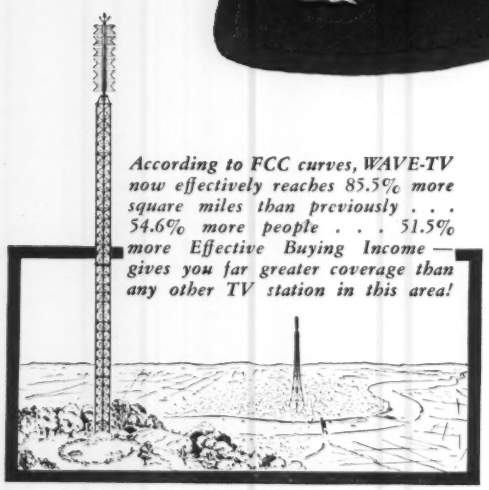
36.1% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

761.0% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

WAVE-TV's tower is 419 feet higher than Louisville's other VHF station! WAVE-TV is Channel 3 — the lowest in this area! And WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3 — is equivalent to 600,000 watts from our old downtown tower on Channel 5!

That's why WAVE-TV covers more homes, with a better, clearer picture than any other TV station in this area. Add WAVE-TV's top-notch local programming, plus the best from the NBC, ABC and Du Mont Television Networks, and you've obviously got THE winner.

Let NBC Spot Sales give you the whole WAVE-TV story, *soon.*



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

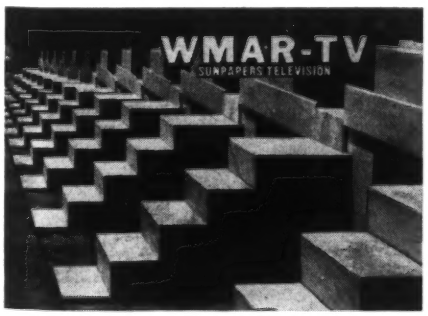
NBC Spot Sales, Exclusive National Representatives

features

- March of Dimes on the air. Page 86.
- How a California tv station made a name with agencies and sponsors. Page 88.
- Sales start cooking when this chef goes on the air. Page 90.

A PAUSE FOR STATION IDENTIFICATION

EMPHASIS is placed on tradition, history and industry on I. D.s used by WMAR-TV Baltimore, Md., as these pictures indicate. A shot of the city's port at right plays up the significance of waterborne freight to Baltimore's economy. Baltimore's famous white steps — a city characteristic — are shown in the I.D. lower left. Celebrating the acquisition of color equipment for the station and the Baltimore Orioles baseball team for the city, WMAR had the lower center shot processed in both color and black-and-white. Pictured at lower right is the rampart watched by Francis Scott Key at the time he wrote "The Star Spangled Banner." Other stations are invited to submit their I.D.s for publication in this B•T series. The editors reserve the right to use only those which they believe will provide creative stimulation.



march of dimes on the air

GENE AMOLE of KMYR Denver selects a recording as Debbie Fox, a Denver model, rings up another pledge during Mr. Amole's one-man marathon for March of Dimes.

RADIO and television cooperation in the March of Dimes campaign was described last week as "magnificent" in a statement to B•T by Basic O'Connor, president of the National Foundation for Infantile Paralysis.

"I wish to express my deep appreciation for this fine assistance by all the radio-tv broadcasters, including the Armed Forces Radio Service," said Mr. O'Connor. "I also wish to express our gratitude for the personal assistance given the March of Dimes by all radio and television station personnel who, in many cases, served as volunteer workers and committee members.

"To all the radio, television and motion picture artists and all the unions such as the American Federation of Musicians, American Federation of Television and Radio Artists and International Alliance of Theatrical Stage Employes goes my whole-hearted thanks for their help."

Among the many stations contributing to the cause were the following, according to a summary of reports reaching B•T:

South Carolina's first telethon was produced by WIS-TV Columbia Jan. 30-31 in cooperation with the March of Dimes committees from Richland county and the state of South Carolina. Under supervision of Vance Johnson, a director at the station, entertainers from all over the state donated their time and talent. By 2 p.m. on Jan. 31 more than $18,500 had been pledged.

The Rhode Island Broadcasters Assn. staged a "Disc Jockey Jamboree" on Jan. 29 for the benefit of March of Dimes. Eight Providence, R. I. stations—WERE WEAN WRIB WPJB WICE WPRO WHIM and WPAW—provided top disc jockeys and broadcast several promotional spots five days prior to the dance when some 2,000 fans turned out to support their favorite air personalities and back the infantile paralysis drive.

The third annual telethon for March of Dimes, which raised $110,000, was held on WFAA-TV Dallas, Tex., Jan. 16-17. The program featured entertainment by local talent, civic leaders and drawings from the names of contributors for gifts supplied by local merchants.

At a rate of better than $1,000 an hour, pledges poured into WVET-AM-TV Rochester, after the stations' simulcast got underway on Jan. 29. Over 30 separate acts appeared on the five-hour show. During the height of the show the station reports a local taxi company got into the act by furnishing a pledge "pickup service."

A downtown store window in Norfolk, Va., was the scene of the *100 Hour March of Dimes Marathon* broadcast by WGH Newport News. Tiny Hutton, m. c., collected $5,000 for the drive for his 100 sleepless, music-filled hours behind the microphone.

Throughout the last two weeks in January, members of the Rotary Club worked at WSFC Somerset, Ky., auctioning off merchandise that had been donated to help the March of Dimes campaign. The nightly auctions netted more than $7,000. WSFC also figured in the Mothers March on Polio. Some $1,000 was collected in an hour's canvassing of residences in Somerset.

Complete staffs of WKOW-AM-TV Madison, Wis., participated in a 16-hour telethon that started Jan. 30 at 10:30 p.m. Besides the two staffs, the telethon which resulted in $11,000 for March of Dimes, featured many entertainers and sports personalities.

Help from a Traveler

Will Rogers Jr., passing through Tulsa, Okla., on a movie promotional tour, took time out to assist the March of Dimes drive at KOTV (TV) Tulsa. Mr. Rogers appeared on a special show produced by KOTV giving the drive in the Tulsa area a lift with some of his homespun commentary. More than $11,000 was raised by KOTV.

WCCO Minneapolis-St. Paul raised more than $40,000 for the March of Dimes in its recent *Polio Party Line*. An iron lung collected contributions of over $600 from visitors who watched the show in the lobby of Hotel Radisson, where it originated. Featured on the show were sports figures from Minnesota including Fred Vant Hall, former Minnesota football star who was stricken with polio.

In a final effort to reach the Oneida County quota for March of Dimes, five New York stations—WKTV (TV) Utica, WRUN Utica-Rome, WIBX and WGAT, both Utica, and WKAL Rome—carried a special hour show on Jan. 31. Local talent from each station provided entertainment.

WAPI-WABT (TV) Birmingham, Ala., stayed on the air all night late in January for an *Auction of the Air*. Merchandise went for $5,100, all of which was turned over to the local March of Dimes. Bids were received by telephone, installed where viewers could see their bids taken and relayed to the auctioneer.

The longest and most successful telethon seen in the Cincinnati area was reported by WCPO-TV Cincinnati in connection with its March of Dimes campaign. The show which ran for 14 hours on Jan. 23 netted $60,000 for the polio foundation. Ann Rutherford, Frances Langford and Stu Erwin flew to Cincinnati to host the show, which also featured all WCPO's radio and tv personalities.

Contribution of 2,467 dimes by WSB-TV Atlanta viewers was made to help cartoonist Mac Atcheson create a special March of Dimes poster which was unveiled on the station's *Today in Georgia* program the last week in January. The poster, depicting a giant eagle created with dimes, was such a success that already 700 more dimes have been received at WSB to be used similarly in making a "dimes map" of Georgia with funds going to the polio drive.

Every afternoon during January, WACE Springfield, Mass., aired a special show which advanced the polio drive at the end of the campaign by $5,000. Station points out it has come a long way from its initial polio effort several years ago when $250 was collected.

A campaign at WLAP Lexington, Ky., urged farmers to give a share of their tobacco crop to help fight polio. Station relates that almost every crop that filled the warehouse during December and January had some part of it earmarked for March of Dimes. When it was auctioned off Jan. 30, the fund was increased by $23,643.07.

Over $3,000 was raised by KANG-TV Waco, Tex., when it held its first autothon for March of Dimes on Jan. 24. More

march of dimes on the air

ATTENDING *Polio Party Line* on WCCO Minneapolis-St. Paul are (l to r) Gloria Shopek and Mary Forster, Minneapolis Aquatennial princesses and Harold Anderson, president of the Aquatennial.

MAC ATCHESON looks over the eagle he fashioned from dimes sent in by WSB-TV Atlanta viewers for the polio campaign. His coin cartoon was unveiled late in January on the station's *Today in Georgia* program.

LENDING their support to the March of Dimes at WCPO-TV Cincinnati were (l to r) Wanda Lewis, Ann Rutherford, Paul Dixon, Dotty Mack, Stu Erwin and Frances Langford. The child is Norma Lean Gallo, 4½-year-old polio victim.

IT'S PACIFIC PARADISE NOW

LOOKING over the winning entry of "Name This Market" contest by ch. 8 sharetimers KSBW-TV and KMBY-TV Salinas-Monterey, Calif., which brought William T. Raidt of D'Arcy Advertising Co.'s Cleveland office the $1,000 top prize, are (l to r) John Cohan, general manager, KSBW-TV; Bing Crosby, stockholder in KMBY-TV, and S. M. Aston, general manager, KMBY-TV.

SHARETIMERS KSBW-TV and KMBY-TV Salinas-Monterey, Calif., have pronounced successful their "Name This Market" promotional contest among agencies and advertisers—with $2,000 in awards going to radio-tv people in advertising agencies and to advertising personnel of companies using the two media.

Top money winner in the six-week competition [B•T, Nov. 16], which the station said drew "an avalanche" of entries from 28 states, was the entry submitted by William T. Raidt, account executive at D'Arcy Advertising Co.'s Cleveland office.

Mr. Raidt took the $1,000 first prize with the slogan, "Pacific Paradise (pair-a-dice)," and a drawing of a pair of dice showing seven spots—one spot for each of the seven California markets in which the ch. 8 stations claim coverage.

Mr. Raidt's selling copy described the stations and their seven-market area as a "natural" for the advertiser: "Pacific Paradise . . . what else is this Shangri La of the West? Temperature . . . climate . . . scenery . . . healthy economy and a captive, growing market. Paradise for the consumer. . . . Paradise for the advertiser . . . the Lucky 7 markets all on Channel 8."

Second through seventh prizewinners were: John Marsich, Kudner Agency, New York, $500; Kay Ostrander, Dan B. Miner Co., Los Angeles, $250; Julie Dickinson, J. Walter Thompson Co., Washington, $100; Karl W. Schullinger, American Tobacco Co., New York, $50; Joseph H. Radder, Baldwin, Bowers & Strachan Inc., Buffalo, $50, and Charles L. Shields, Kirkland, White & Schell, Atlanta, $50.

KSBW-TV and KMBY-TV claim coverage of the cities of Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville and Santa Cruz.

than 1,000 cars passed before the KANG-TV cameras set up in front of the studios so that contributors might see themselves and be seen on tv. Originally scheduled as a two-hour telecast the show ran for nine and a half hours.

Pledges of more than $10,000 to the March of Dimes were reported by KTVQ (TV) Oklahoma City which staged a 17-hour show beginning Jan. 30 on behalf of the drive. In addition to the 250 entertainers who performed on the telecast, Oklahoma's entire senatorial and congressional delegation was on the telecast either in person or on film.

Proceeds from two full periods of *Auction Audience Rating Program* on WKBS Oyster Bay, N. Y., were turned over to March of Dimes.

Sportscaster Chuck Healy of WBEN-TV Buffalo asked his viewers to send enough dimes to out-weigh 40-pound Mike Finn, 4-year-old polio victim. The response to Mr. Healy's request finally balanced the scale at 207 pounds. The monetary translation: $3,765.

KODY North Platte, Neb., swelled the total of the Lincoln County March of Dimes by 20,113 dimes late in January. Bill Wood of KODY arranged a marathon broadcast when his listeners were asked to back up his claim that they could build a block of dimes. Scene of the marathon was the Lincoln County Courthouse where contributors stretched their donations to 1,180 feet.

Counting of funds collected in the Mothers March on Polio was telecast by WMAL-TV Washington in a one-hour program Jan. 27. Bryson Rash, WMAL commentator and chairman of the Mile of Dimes committee, was m. c. on the program.

KOIN-TV Portland, Ore., raised more than $10,000 in pledges from its audience for March of Dimes during a seven-hour telethon Jan. 22. The show which featured 175 performers who donated their services.

Stations in Monroe, La.—KLIC KMLB KNOE-AM-TV KFAZ (TV)—got together to stage *Polio Auction of the Air* which raised nearly $7,000 for the March of Dimes. Merchandise for the telecast, which originated at KNOE-TV, was donated by local merchants. Professional auctioneers handled the bidding, which came from both the live and home audience.

Show plugging the polio drive titled *Dime Scrabble* was originated by KTVU (TV) Stockton, Calif., during the polio campaign. Contestants were chosen to play scrabble tv style after they had sent in their contributions.

A goal of $2,000 was passed on a marathon broadcast by KOJM Havre, Mont., on Jan. 17. Over 75 public officials and civic leaders participated in the seven-hour show and donated their services as drivers in collecting pledges that had been telephoned to the station.

Auction in Minden

A radio-telephone auction for March of Dimes was conducted by KAPK Minden, La. Items donated by Minden business men were sold over the air. The polio drive was $4,000 richer for KAPK's effort.

A one-man radio marathon for polio was handled by Gene Amole beginning Jan. 19 on KMYR Denver. By the end of January $6,000 had been collected with pledges still coming in.

KGMB-TV Honolulu staged a remote telecast from Queen's Surf restaurant on Jan. 31 spearheading the polio campaign towards its $97,000 goal. Island fashions modeled by Hawaiian girls were sold to the highest bidder. Proceeds were turned over to the drive.

Auctioning of a disc jockey's hand-made hat over KEAN Brownwood, Tex., got that station's polio drive underway. Listeners called in pledges if KEAN would play a favorite recording. The idea grew into a four-day broadcast which collected a total of $4,500 for the polio drive.

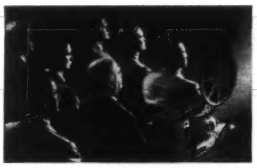
Auction in Lafayette

Bids from all over the state of Indiana were brought in by an auction broadcast by WASK WFAM (TV) Lafayette on Jan. 29. It is estimated that some 15,000 phone calls were received at the station. Pledges and cash donations are expected to exceed $5,000.

WJAR-TV Providence cameras and personalities covered the Ice Capades at the Rhode Island Auditorium in that city on behalf of the March of Dimes. WJAR-TV's Warren Walden, sports and news editor, interviewed a number of state dignitaries.

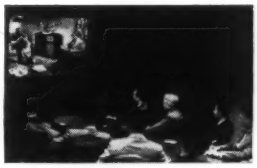
KCIL Houma, La., raised $136.30 for the March of Dimes in a special three-hour broadcast. Favorite tune requests, accompanied by a pledge, were called in by listeners.

Children in the KFDA-TV Amarillo, Tex., area were invited by the station to make an appearance on the March of Dimes telethon staged Jan. 30. Approximately 963 youngsters filed through the studio during the show giving the contents of their piggy banks to the polio drive. Some $471 in pennies alone was contributed by the children.



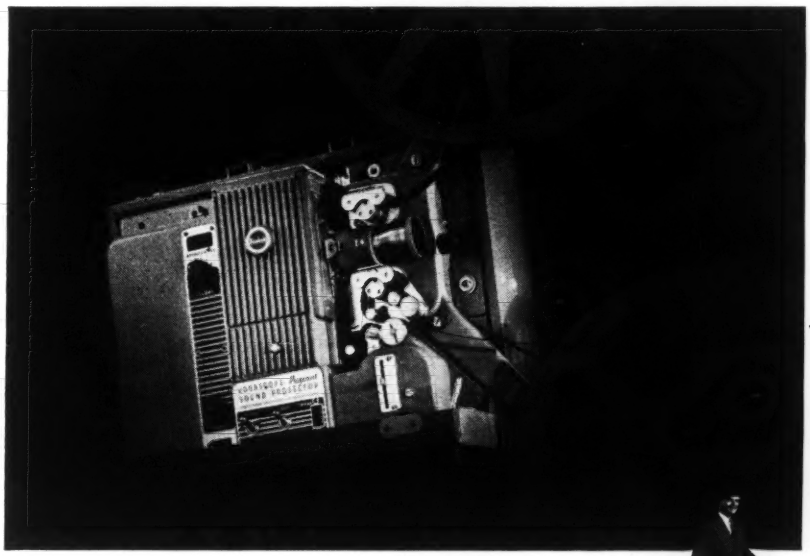
STUDIO PREVIEW

AGENCY PREVIEW



SPONSOR PREVIEW

When it takes a lot of previews to make a TV premiere . . .



. . . a Pageant Projector can lighten the load

Before any TV show gets into living rooms, there are many previews. It means showings at the studio, then at the agency, and finally at the sponsor's office—not once, but *more* than once!

But multiple previews are no problem with a Kodascope Pageant Sound Projector. Projector, well-baffled 8-inch speaker, and auxiliary equipment are all contained in a single, easy-to-carry case. Salesmen like the Pageant, too, because it's simple to set up, thread, and operate.

True-rated amplifiers and matched speakers assure fine sound reproduction. Even "off-position" sound tracks sound better with the Pageant's exclusive Fidelity Control. The built-in field flattener insures sharp images over the entire picture area. And nylon gears *plus* non-skip pull-down mechanism and a silicone-oil-damped roller eliminate show-stealing projector noises.

Service is no problem, either, because Pageants are *permanently pre-lubricated* to keep them *on* the job and *out* of repair shops.

No other portable 16mm. sound projector offers so many advantages at such a modest price. The Model 1, shown above, one of six projectors in the Pageant line, is priced at only $375.

Find out for yourself how a Pageant can help make your previews more effective. See your Kodak Audio-Visual Dealer for a demonstration soon. Or fill in the coupon for full details.

(Prices are subject to change without notice.)

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ *Eastman 16mm. Projector, Model 25* ☐ *Kodascope Analyst* ☐ *Cine-Kodak Special II* ☐

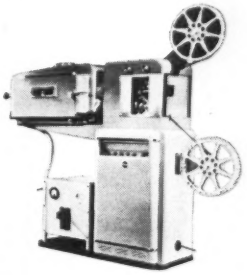
NAME_____ TITLE_____

COMPANY_____

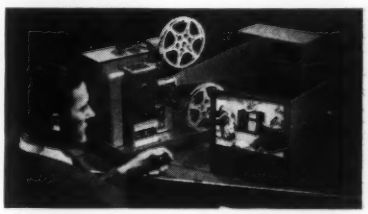
ADDRESS_____

CITY_____ STATE_____ (Zone) 2-82

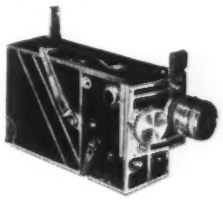
For all your 16mm. TV needs . . .



PERMANENT INSTALLATIONS—The Eastman 16mm. Projector, Model 25, provides the finest in optics, sound, and mechanical refinements. Sealed-in-oil-bath movement, separate motors for blower, reel and main projector drive, *plus* exceptionally stable drive mechanisms assure the smoothest performance available. Here's the projector for those all-important showings when only the very best in sound and image quality will do. (Available in either tungsten or high-intensity arc models.)



ANALYSIS AND EDITING—The Kodascope Analyst Projector was designed for critical study of silent 16mm. motion pictures. Its heavy-duty reversing mechanism permits instantaneous and repeated reversing, *without* damage to either projector or film. Used either for desk-top viewing or standard screen projection, it features a reversing switch for remote operation plus a Daylight Viewer built into the case. And, like all Kodak 16mm. portable projectors, the Analyst is permanently pre-lubricated to end breakdowns due to improper oiling.



ANYTHING THAT MOVES—On-the-spot news events, commercials—*any* TV movie assignment is easily within the scope of the Cine-Kodak Special II. This versatile 16mm. camera handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II Camera will be ready to go into action and *stay* in action when that big story breaks in your city.

Kodak

TRADE MARK

this radio-tv chef starts sales cooking

Chef Milani at work on a ham

CONCOCTING recipes and budget meals and selling foods and products of various advertisers on the Pacific Coast—first on radio and now on tv—have earned Chef Milani the reputation of being one of the top salesmen in Western radio and television.

During the past 12 years his shows have moved millions of dollars worth of merchandise from store shelves. Chef Milani's know-how with the culinary arts has brought him an average of 60 sponsors on his combined 10 weekly radio and tv shows. Most of the advertisers have been with him over a period of years, some on a daily basis, others seasonal.

With a humble opinion of his own selling ability, Chef Milani believes that "You've got to know and believe your product. Then selling is the easiest thing in the world, so long as you are honest with your buyers."

There's little room for prepared commercials or half-hearted plugs in his operation. He screens all new accounts making a careful study of the product, its selling, advertising and merchandising problems.

Checks on Markets

Part of his busy daily schedule includes paying personal calls on several of the largest markets in Southern California to see that his advertisers' products are displayed to their best advantage. On Saturdays, he takes his *Chef Milani Kiddies Amateur Contest* to a different market to stage a two hour show with hundreds of prizes awarded to contestants.

This contest, along with a Lucky Dollar Sale on Milani plugged products, is responsible for increased business in the McDaniel's Markets, according to Robert Mann, advertising manager of the chain.

"Due to your efforts and support on radio and television, we realized a noticeable rise in volume as a result of your show," Mr. Mann told the chef. "Your program has a definite pulling power at all McDaniel's Markets."

Every week he telephones or visits major buyers to solicit orders for his sponsors.

This sponsor interest which Chef Milani demonstrates has paid off handsomely during his broadcasting career. Wilson Packing Co. (Mor, ham) has been a Milani regular for 15 years with General Foods Corp. a steady advertiser for the past four years. For three years, Kraft Foods Inc., Hunt's Foods, Tillamook Cheese and Lipton's soup have been buying time on Chef Milani shows. MJB Coffee Co., a sponsor for two years, renewed at the end of the year for another 52 weeks.

With the Los Angeles area admittedly "a tough one for any food product," and "coffee one of the most competitive," P. H. Beuther, advertising manager of MJB, said at the time of his firm's renewal "We are mighty pleased with your weekend sales promotions, your *Kiddies Amateur Hour* and your detailed follow-through that has paid off in additional advertising space and stock displays for MJB. It's an inspiration for our salesmen who know you are behind them 100%."

When B. Goldman, district representative for Birds Eye Division of General Foods renewed participation at the end of 1953 he said, "It's a pleasure to recommend continuance of your program. . . . The merchandising service you have performed for us has been more than gratifying. . . . We believe that through your efforts, we have secured many new placements of our product."

Ad Lib Commercials

Chef Milani uses no prepared copy on his programs. He creates his own informal commercials, and puts "sell" into them. He started doing this back in 1929 in Seattle when he had a cooking school on tour. Fisher Flouring Mills offered him $100 per week to do a cooking show on KOMO Seattle. That started him in radio. His tv debut was on KTLA (TV) Hollywood in 1949, when many were working gratis "for the experience."

"I've been cooking for 43 years and don't need experience," he told station executives, and proceeded to sell his program solid at $150 a participation. After a year, he moved to KECA-TV that city, and doubled the price for his spots; then to KNBH (TV) for two years, five times per week. He left there two years later when the station ran out of time for his sponsors, moving to KTTV (TV) in January, 1953. Early this month, Chef Milani switched his tv activities to KCOP (TV). He continues to handle a half-hour daily radio show on KMPC.

His programs are produced by Frank Oxarart Productions, with Lou Marcelle acting as announcer and foil.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Special, sustaining color program every Friday, 5:30-6 p.m.

NBC-TV

Feb. 16: *Camel News Caravan,* 7:45-8 p.m., Tuesday (R. J. Reynolds through William Esty Co.).

Feb. 20: *Hit Parade,* 10:30-11 p.m., Saturday (Lucky Strikes through BBDO alternating with Crosley Div. of Avco Mfg. also through BBDO).

Feb. 23: *Circle Theatre,* 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).

Feb. 28: *Excursion,* 4-4:30 p.m., Sunday (sustaining).

March 8: *Ding Dong School,* 10-10:30 a.m., Monday (sustaining).

March 10: *Eddie Fisher,* 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune,* 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

[Note: This schedule will be corrected to press time of each issue of B•T.]

engineers are critical people

(We know, because we're engineers, too)

Radio and TV stations, recording studios, commercial and industrial film studios, testing laboratories, program production organizations and a host of others have long needed a thoroughly professional, well designed, easily maintained tape recorder.

More than a year ago, Presto's top engineers were assigned to the development of such a recorder. Months later a test model was completed which not only met these specifications, but embodied a completely new principle of recorder design . . . unitized construction; the entire capstan drive is a separate, easily removed unit.

The instrument was designated "Model RC-11," and then a series of rigorous tests were begun. The RC-11 was run continuously for hours at a time under the most adverse conditions. These tests resulted in further improvements.

Finally, when we were satisfied that this was the finest tape recorder of its type that could be built, we tooled up and put it into production.

By reputation engineers are the most critical people on earth. (We know, because *we're* engineers, too.) And, some of the most qualified recording engineers who have seen and operated the RC-11 share one opinion . . . that here is the finest, easiest to operate, best performing tape recorder available today.

PRESTO RC-11 TAPE RECORDER

IN CONSOLE WITH 900-A3 AMPLIFIER

- **Self-contained Capstan Drive Unit—3 motor drive.**
- **Three magnetic heads in metal enclosure.**
- **Push button function switches.**
- **Reel capacity to 10½" diameter.**
- **Response: 50 to 15,000 cycles ± 2 db.**
- **Flutter: less than 1½% at 15"/sec.**
- **Signal to noise: 55 db. at 2% distortion.**

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: | 25 Warren Street, New York 7, N. Y.
Canadian Division: | Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

ERIE WANTS GARROWAY

NEWS that NBC television network would drop Dave Garroway's *Today* program from the Erie, Pa., market Feb. 26 brought WICU that city, over 7,000 written protests to the NBC decision. The station also reported visits by 34 protesting delegations and 600 telephone calls, in the same eight-day period, all against the NBC move. Some WICU viewers visiting New York have paraded outside the *Today* studios with signs reading: "Keep *Today* in Erie." WICU reports it has been making every effort to keep the program in Erie and has been urging viewers to write to the station, NBC and Garroway stating reasons they want to keep the tv show in Erie.

DE KALB RADIO SURVEY

A SURVEY of the De Kalb County, Ill., farm area's radio listening habits, covering the winter season of 1953-54, has been conducted by Clifford Heaton, farm advisor of the De Kalb County Farm Bureau in cooperation with George C. Biggar, president and general manager of WLBK De Kalb. It showed that over 40% of farm homes tune in their radios by 6a.m., 58.1% by 6:30 a.m. and 85.1% by 7 a.m. The survey also indicated that peak listening falls between 12 noon and 12:30 p.m. and that during the colder months the whole noon hour has a large men's audience.

TEXAS RECORD CLAIMED

A HALF-hour documentary program prepared by the U. of Texas Radio House was recently carried by 133 Texas radio stations, a record for an educational broadcast, according to Gale R. Adkins, director of Radio House. The program launched the year-long Texas Public School Centennial observance and it was scheduled as a sustaining public service feature in each of the 127 communities that had one or more radio stations.

KING-TV 'GOVERNOR'S REPORT'

WASHINGTON's Gov. Arthur B. Langlie will start a new program series called *The Governor's Report to the People* over KING-TV Seattle, beginning Feb. 16. Gov. Langlie will discuss the affairs of the state of Washington in this exclusive KING-TV series. Later programs are scheduled for March 16 and April 20.

KLIR PROMOTION PAY-OFF

PRESENTATION of prizes to Denver's "First Baby of 1954," winner of a promotion staged by KLIR that city, was made to mother and 1954's first citizen on their return from the hospital. Gifts of a year's supply products from Carnation Milk, Gerber's Baby Food and Mennen Co., plus other gifts from local merchants and manufacturers, brought the grand total to over $1,000 worth of prizes.

HAT PIN INNOVATION

THE *Moods in Music* show on KTVQ (TV) Oklahoma City superimposes projection cards of old songs on a screen and a hat pin moving across the card in the projector is reminiscent of the "bouncing ball" identifiable with movie song fests several years back. The show was built around the idea of a man at home watching a girl singer and pianist on television. His receiver was rigged up to receive the video signal from the camera that was on the singer, as well as a superimposition from the card. It helped to create the illusion of actually receiving the program from the show.

RESTAURANT PROMOTION CARDS

PLACE cards, bearing Catholic, Jewish and Protestant before-meal prayers, have been sent by WBOW Terre Haute, Ind., to restaurants in that station's listening area. One side bears a welcome from the management of the restaurant and urges the reader to attend the church of his choice each week and participate in its activities. The three prayers follow. On the reverse side it reads, "Courtesy WBOW."

CLASSROOM RECITATIONS TAPED

QUARTER - hour tape - recorded schoolroom recitations are being used by WCIL Carbondale, Ill., as the format for the *Your Children in School* program series. The station's portable tape recorder is taken into elementary schools and spontaneous, unrehearsed pupil-teacher recitations are recorded for play-back over the air at a later date. Station reports a high return of good will from pupils and parents and a high listenership interest throughout the county.

KOIN-TV FARM PROGRAM

A FARM program, which the station claims is the first of its kind locally-produced to be televised in the Oregon and southwest Washington area, has made its debut over KOIN-TV Portland. The program, to be presented weekly, features William E. Drips, KOIN-TV's agricultural consultant, who presents farm news supplemented by information collected from various agricultural agencies. Films, graphs and charts on market information and interviews will highlight the current farm activities.

'PUTTING ON THE DOG'

THE entire dog pound in London, Ontario, was cleared out by people who had seen a parade of dogs on *Paul's Place* over CFPL-TV that city, according to that station. The public service program, staged in cooperation with the London Humane Society, featured three dogs trotting before the cameras, while m.c. Paul Sales discussed the society's activities.

WJAR-TV 'HEART' BROADCASTS

CHILDREN'S programs of WJAR-TV Providence were highlighted by the *Blue Bird Club* magazine of the R. I. Heart Assn. According to the station, the programs are carefully planned without the "blood and thunder" theme, substituting instead piano instruction, music, basic science, traffic safety, a puppet theatre and a program about animals and birds. The *Blue Bird Club* publication goes to children heart patients.

NEWS EVENT CONTEST

TO CELEBRATE his 10th radio anniversary, Bill Arthurs, news director, WRFD Worthington, Ohio, is conducting a "Decade of News" contest on the morning *Hospitality House* record show. Each day a big news event from the past 10 years is re-created and the first, most correct solution each day wins a 52-week subscription to *Life* magazine. In addition to the contest, promotion announcements plug WRFD coverage.

Do You Know This Woman?

She is Edith Dick, Station Manager of WWRL, AM and FM in Woodside, New York City.

She has this to say about the SESAC Transcribed Library:

"On December 14, 1953, WWRL-FM went on the air and in that SHORT time has found that the SESAC Transcribed Library has become a vital and important part of its musical programming format seven days a week."

AT YOUR STATION — See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue **New York 17, N. Y.**

Construction of Anaconda Aluminum Company's new reduction plant near Columbia Falls, Montana.

OPERATION: ALUMINUM

Anaconda engineers have incorporated the most advanced production techniques in the design of the Anaconda Aluminum Company's new reduction plant now under construction near Columbia Falls, Montana. It is expected that construction will be completed in early 1955 when the plant will provide steady employment for nearly 500 persons, and will have a rated annual capacity of 52,000 tons of primary aluminum.

Anaconda Wire & Cable Company, with years of experience in producing aluminum wire and cable, has been expanding its rod rolling, wire drawing, and cable stranding facilities in anticipation of this new source of supply.

The American Brass Company, also an Anaconda subsidiary, is producing aluminum coiled strip and tube—in addition to copper and copper alloys — and is also adding to its aluminum fabricating facilities in anticipation of the new source of supply.

54289A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Advertisers

William L. Hahn, president, Maytag West Coast Co., L. A. (Calif. distributors, Maytag appliances), named chairman of board. **John M. Wyman,** vice president, assumes presidency.

Lee Ostdick, sales office, Hunt Foods Inc., Chicago, to main office, Fullerton, Calif., as assistant vice president and general sales manager.

Paul C. Hinz, trade promotion manager, Libby, McNeill & Libby (food products), died Feb. 1.

Agencies

Peter G. Levathes, vice president, Young & Rubicam, N. Y., appointed director of media, succeeding **Anthony V. B. Geohegan,** who relinquishes this post but maintains his positions as chairman of the plans board and member of the executive committee.

James Woodman, account executive, Roche, Williams & Cleary, to Kenyon & Eckhardt, Detroit, as vice president and national account executive on Lincoln-Mercury account.

Donald S. Manchester, vice president and Chicago manager of Campbell-Mithun Inc., elected to board of directors.

R. J. Potts elected board chairman and **J. B. Woodbuy** president, R. J. Potts, Calkins & Holden, Kansas City. Agency has working affiliation with Calkins & Holden, Carlock, McClinton and Smith in N. Y., L. A. and Chicago.

Howard Linn Edsall, formerly director of advertising and sales promotion, RCA tube div., named executive vice president, Fred Wittner Adv., N. Y.

Mary Kersey Harvey named vice president in charge of public relations, M. Belmont Ver Standig Inc., Washington.

Paul Brickman, account executive and group head, Fuller & Smith & Ross, Chicago, elected vice president.

Sydney Loewenberg, formerly with the Lawrence C. Gumbinner Agency, to Baltimore office, Joseph Katz Co., as account executive.

William A. Rutherford, former account executive, Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., to Conner, Jackson, Walker, McClure Inc., same city, as merchandising director and account executive.

C. H. Billipp, Benton & Bowles, N. Y., to Fletcher D. Richards Inc., N. Y., as creative vice president.

Graham Edelblute, public relations field representative, Carnation Co., L. A., to Mort Goodman Adv., that city, as account executive.

J. Allan Mitchell, Benton & Bowles, N. Y., to William H. Weintraub & Co., N. Y., as group head of television copy.

Jule Gordon, assistant to president, J. B. Williams Co., N. Y., to Harry B. Cohen Adv., N. Y., as a member of the executive group.

Albert H. Kane, assistant to president, Vick Knight Adv., L. A., to Hilton & Riggio Inc., Hollywood, as account executive.

Miv Schaaf, advertising manager, McMahan's Furniture Stores, Santa Monica to Jere Bayard Adv., Beverly Hills, as account executive.

Kevin Kennedy, BBDO and before that with WOR New York, to Kenyon & Eckhardt, N. Y., as account executive on National Brewing Co. account.

Edgar C. Rector, assistant account executive, Allen & Reynolds, Omaha, to Dan B. Miner Co., L. A., in same capacity.

Leslie S. McMahon, formerly senior accountant, Harold F. Stanfield Ltd., Toronto, appointed managing director, MacManus, John & Adams of Canada Ltd., same city.

Beatrice McCullough, media director and secretary-treasurer, Erwin, Wasey of Canada Ltd., Toronto, to office manager of Vickers & Benson Ltd., same city.

Sylvia Reiter, formerly of Harry B. Cohen Adv., N. Y., to Emil Mogul Co., N. Y., as administrative assistant to Mr. Mogul.

Ed Feldman, Biow Co., Hollywood office, appointed head of production, programming and commercials for that office. **Mary Morriss** to continue as senior supervisor on programs, and **Robert S. Howell** has been named senior supervisor on commercials, both reporting to Mr. Feldman.

David E. Henderson, formerly producer-director in tv dept., Al Paul Lefton Co., Philadelphia, to radio and tv dept., Gray & Rogers, same city.

Arthur Crawford, *Beverly Hills Citizen,* to Dan B. Miner Co., L. A., as publicity director, replacing **Fred Beck Jr.,** resigned.

Thomas E. Brittingham, radio-tv dept., Needham, Louis & Brorby, assigned to agency's Hollywood office.

H. W. Bluethe, secretary of Saunders, Shrout & Assoc., Chicago, named media director.

Martin Fritz, media director, Buchen Co., Chicago, to H. W. Kastor & Sons Adv., same city, in similar capacity.

Alvan G. Campbell, formerly of KANG-TV Waco, Tex., appointed tv director of Southwest Adv., that city.

Albert W. Townsend, supervisor of sales promotion, Union Oil Co., L. A., to Foote, Cone & Belding, same city, in creative department.

Ralph Jungheim, formerly assistant mail order sales manager, photographic equipment div., Montgomery Ward, Chicago, to copy department, BBDO, L. A.

Warren R. Luedke, formerly with George H. Hartman Co., Chicago, to copy department, E. H. Brown Adv., same city.

Harold Holt, Foote, Cone & Belding, N. Y., to William H. Weintraub & Co., N. Y., copy staff.

Robert O. Baumrucker, BBDO, S. F., to creative department, Brisacher, Wheeler & Staff, same city.

Norman Glenn, vice president in charge of broadcast plans, Doherty, Clifford, Steers & Shenfield, N. Y., spoke to radio and tv clinic of Advertising Club of New York on "Radio Selling and Time Buying" held Feb. 4.

William Lauten, public relations staff, Roy S. Durstine Adv., N. Y., is conducting a course in radio and tv publicity at the School for Social Research, N. Y.

John Groen, art editor, Foote, Cone & Belding, L. A., named "Los Angeles Art Director of the Year" by Art Director's Club of Los Angeles. As L. A. representative, Mr. Groen will compete in nationwide selection by National Society of Art Directors.

Stations

G. N. Ifft, elected chairman of board, KJRL Pocatello, Idaho; **Robert S. Howard** elected president; **Roger L. Hagadone** elected vice president and general manager, and **J. G. Scripps** elected secretary-treasurer.

MR. STONE

Charlie Stone, sales manager, WMBR Jacksonville, Fla., appointed vice president in charge of sales, WMBR-AM-TV.

Raymond Brown Jr., formerly general manager, WAAB Worcester, Mass., named sales manager, WTRI (TV) Schenectady, N. Y.

Don Lilly, assistant manager, KREL Baytown, Tex., promoted to general manager.

Henry G. Kirwan elected secretary-treasurer of Gotham Broadcasting Corp., new owner of WINS New York. He has been business man-

SATISFY YOUR PUBLIC SERVICE OBLIGATIONS

Program **Encyclopaedia Britannica Films!**

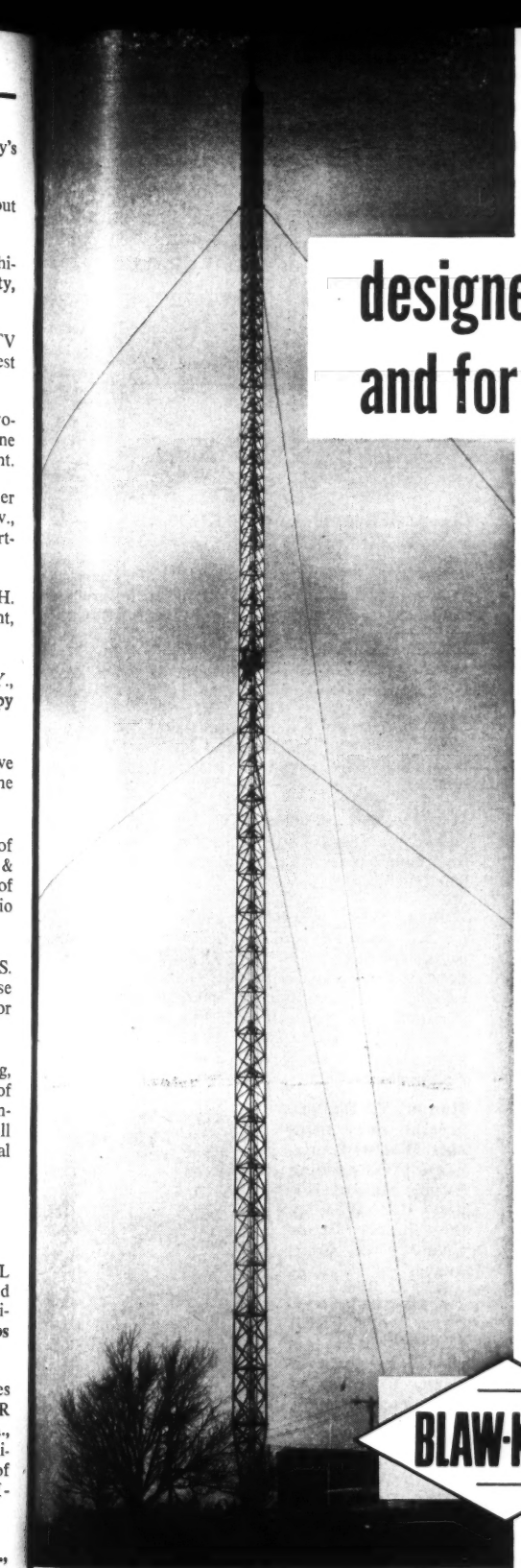
Encyclopaedia Britannica Films are a vital part of the audio visual education programs of most schools, universities, civic associations and other groups operating entirely in the public interest.

Endorsement of and participation in TV programs utilizing EBFilms in most cases is as near as your telephone.

There's an EBFilm Library plan which brings costs down to just a few cents per title per week.

Don't take chances . . . Don't handicap yourself. Solve that public service programming headache right now. Phone, wire or write right away about an Encyclopaedia Britannica TV Film Library for your station.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400



designed for present requirement of 440′ and for extension—when needed—to 600′

When WICC-TV in Bridgeport, Connecticut, erected their tower, they went high enough to meet their present need—but also had an eye for the future.

So any time they need greater height for increased coverage, another 160 feet can be added to their present tower height of 440 feet. For the Blaw-Knox Type TG tower purchased by WICC was originally designed for extension to 600 feet—with a third set of guys to be installed at that time.

This is typical of how Blaw-Knox Towers are designed and constructed to meet specific customer requirements—based on some forty years experience in designing and building towers. Blaw-Knox Type TG towers, for example, are designed to support TV and FM antennas—available in standard heights up to 1000 feet and in special designs for higher structures. All have such features as—

- pivoted or articulated base to avoid excessive bending stresses
- structural angle bracing (with no adjustable members) in a "tension and compression" system to provide extra strong rigid construction
- guys, with all connections permanently attached, factory pre-stressed and proof tested to load greater than ever required in service
- invar rule to insure accurate and simple tensioning of guys
- convenient support for transmission lines
- hot-dip galvanized to protect against all weather conditions

For more complete information on all types of Blaw-Knox Antenna Towers just write or phone to get your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY, PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

INVAR RULE **GUY PIER**

Invar measuring rule, an exclusive Blaw-Knox feature, is used to determine correct initial tension in the factory pre-stressed guys. Erectors use the rule when putting up the tower and can easily duplicate correct tension determined in the factory tests—thereby eliminating any guess work in the field erection.

ager for WINS for Crosley Broadcasting Corp., the previous owner.

Charles E. Jackson, account executive, KFMB-TV San Diego, promoted to local sales manager. **Roger B. Hoag** is general sales manager.

Al Brown appointed sales manager, WVEC-TV Norfolk-Hampton, Va.; **Frank Berry** to that station's engineering staff; **William Henry Eacho** to production dept.; **Jane Ann Waters** named director of children's programs, and **Melvin Tennis** joins WVEC's staff as writer.

Earle W. Stephens, display advertising dept., *Oregon Journal,* to sales dept., KOIN-TV Portland, Ore.

Jim Saxon, formerly of KRIC Beaumont, Tex., to KTRE Lufkin, Tex., as commercial manager.

William Buckley, account executive, KDB Santa Barbara, Calif., promoted to commercial manager.

Henry Boren, merchandising coordinator, KSL-AM-TV Salt Lake City, named merchandising director, KSL-TV.

Herman Liveright, producer-director, WDSU-TV New Orleans, named executive television producer; **Bill Weyse,** floor director, will succeed Mr. Liveright as producer-director.

Bert Shimp, formerly production manager, WSAZ-TV Huntington, W. Va., named director of education WSAZ-AM-TV. **Ned R. Brooke,** film director, succeeds Mr. Shimp, in addition to present duties, and **Mickey Roth** has been named assistant production manager.

Myron Bennett, radio and newspaper man, named program manager, KSTM-TV St. Louis. Mr. Bennett will continue to emcee his d.j. radio shows in addition to his new duties.

Irving Phillips named promotion and public relations manager, KYA San Francisco.

Charles L. Brady, former Washington consulting engineer, to WJIM-TV Lansing, Mich., as director of technical operations.

Ernest R. Orchard named director of public relations and news editor, WFTV (TV) Duluth, Minn. Other promotions: **Tony Marta,** to director of promotion and publicity; **Gerald Pearson,** to manager of production and programming; **Harvey Wick** to director of film operations; **Douglas Cole,** to chief engineer, and **Roger Elm,** to assistant chief engineer.

MR. VAN SICKLE

James Van Sickle, formerly news director, KWKH Shreveport, La., to WHAS-AM-TV Louisville, as night news editor.

Bob Ball, newscaster-reporter, WCCO-TV Minneapolis-St. Paul, named news director, WDSM-TV Superior, Wis.; other transferees: **Lute Mason,** named sports director and **Jerry Baumann,** named chief engineer.

Bob Martin, station manager and program director, WRAC Racine, Wis., to KMYR Denver as program director, succeeding Lowell Switzer, who joins Curt Freiburger Adv., Denver.

Jerry Dunphy, general manager, KSTT Davenport, Iowa, to WTVH-TV Peoria, Ill., as news director; **Mort Cantor** to the same station as sports and promotion director.

Randall E. Larson, producer, KRON-TV San Franciso, to KBAK-AM-TV Bakersfield, Calif., as program manager. **Vern Mack** has been named KBAK production manager.

Mitchell F. Stanley, manager, WWON Woonsocket, R. I., to WFMJ-AM-TV Youngstown, Ohio, in same capacity; **Warren S. Park,** tv producer and director, WJAR-TV Providence to WFMJ-AM-TV, as program manager.

Charles Dyer, formerly sales promotion manager, KPRC Houston, to sales staff, WNBQ (TV) Chicago.

Guy Tiller, formerly sports director, WQXI Atlanta, to sales staff, WLWA same city.

Bill Grismer, KQTV (TV) Fort Dodge, Iowa, to KRNT Des Moines sales staff.

Bruce McPherson, coordinating producer, CBLT (TV) Toronto, to chief producer, CBOT (TV) Ottawa.

Fred H. Foard, formerly with WNBK (TV) Cleveland, to WEEK-TV Peoria, Ill., as staff television director.

Bill Leonard, formerly of WTVP (TV) Decatur, Ill., to WLWD (TV) Dayton, as continuity director.

Dick Hodkin, WPAC Patchogue, N. Y., promoted to program director.

Justine Fitzgerald named women's program director, WCCM Lawrence, Mass.

Wally Dickson, formerly staff announcer, WLOA Pittsburgh, to WJAS that city, as newscaster.

James P. Sullivan, formerly of the *Louisville Times* news staff, to WAVE-AM-TV Louisville, Ky.

Bob O'Donnell, WHEC Rochester, N. Y., to WSYR Syracuse staff.

Paul Irvine, recently discharged from U. S. Army, returns to announcing staff, WMTR Morristown, N. J.

Norm Aldred, announcer, CHEX Peterborough, Ontario, to same post, CKFH Toronto.

George Arnold, formerly of KHBG Okmulgee, Okla., to KOTV (TV) Tulsa.

Benedict Gimbel, president, WIP Philadelphia, named for tenth consecutive year as program chairman for Educational Week for the Blind.

William H. Sylk, president, WPEN-AM-FM Philadelphia, re-elected chairman of board of directors, United Israel Appeal in New York.

Helen Alvarez, general manager and part owner, KOTV (TV) Tulsa and KFMB-TV San Diego, sailed from New York Feb. 4 for European vacation.

Mike Layman, president, WSFC Somerset, Ky., elected president of the Water Safety Congress for 1954 in Knoxville, Tenn., at fourth annual meeting Jan. 25-26.

William Shaw, general manager, CPRN and KNX Hollywood, Calif., and **Donald Norman,** general manager, KNBH (TV) same city, were presented special community service awards because, as year-round chairmen of radio and tv committees, respectively, they were largely responsible "for the most spectacular support these two media have ever given a L. A. fund raising campaign."

MR. PHILLIPS

Harold V. Phillips, general sales manager, WMBD Peoria, named "Outstanding Young Man of Illinois" for 1953 by the Illinois Junior Chamber of Commerce.

Ralph Snelgrove, owner of CKBB Barrie, Ontario, elected president of Barrie Chamber of Commerce for 1954.

Michael R. Hanna, general manager, Cornell U.'s WHCU, appointed New York State delegate to White House Conference on Highway Safety, Feb. 17-19.

William J. Beaton, general manager, KWKW Pasadena, and president of the California State Radio & Television Broadcasters Assn., has been invited by President Eisenhower to attend the White House Conference for Highway Safety, Feb. 17-19.

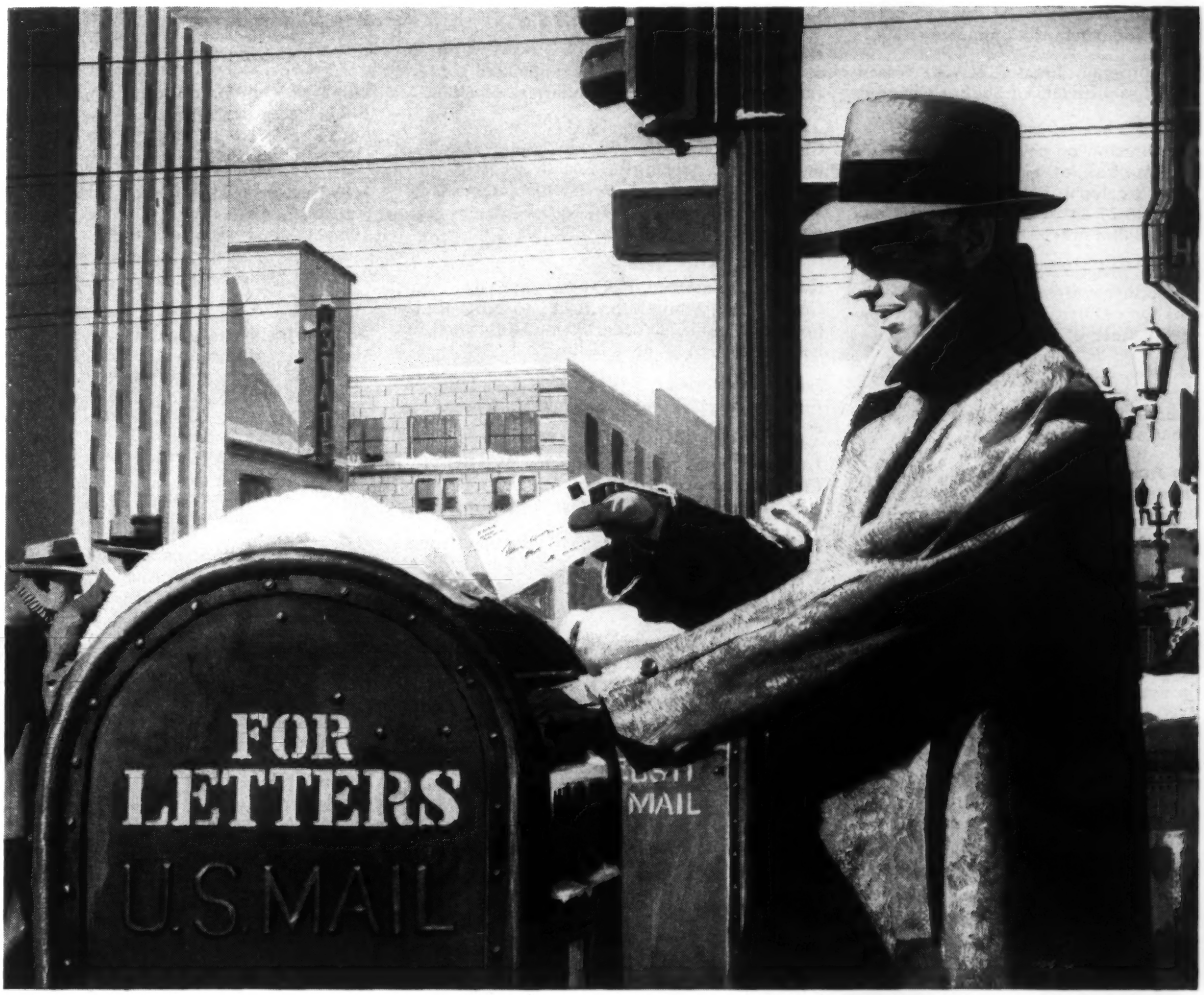
Les Biederman, president and general manager, Midwestern Broadcasting Co., presented with distinguished service award for 1953 by Traverse City Chamber of Commerce, for "outstanding work on a multitude of civic enterprises."

Ted Sawyer, program director and promotion

Live
Clearance
Mid-February
in
Nation's
31st
Retail
Market

CBS
WTRI
SERVING
ALBANY–SCHENECTADY–TROY

See Your
HEADLEY-REED Man
for Prime Availabilities



Picture of a man changing his motor oil

It's hard to believe now, we know.

But several years back—before you could buy Royal Triton in most any city—some people who had discovered the amazing purple motor oil on a visit to California were in the habit of ordering it by mail after their return home.

When a product earns this kind of loyalty you think twice before you do anything to it, even to improve it.

Yet we have just announced Royal Triton motor oil in two new all-weather, all-climate grades: Royal Triton 5-20 and Royal Triton 10-30. They lubricate with the thoroughness of a light winter oil, protect with the toughness of a heavy summer oil.

This is only one of hundreds of times since the end of World War II that we have improved a product you, the customer, were more than happy to keep right on buying as it was.

Why don't we wait until you *demand* these new and better things? Because we can't afford to. We are competing for your business, and if we don't constantly better our products our competitors will better us.

Obviously, no matter which oil company comes in first in this race, the real winner is . . . *you.*

UNION OIL 76 COMPANY
OF CALIFORNIA

Buy American and protect your standard of living

manager, WKNE Keene, N. H., named secretary of Keene Chamber of Commerce.

Robert Bann, program director, KWSO Wasco, Calif., installed as president of Shafter Chamber of Commerce.

Nick Basso, director of news, WSAZ-AM-TV Huntington, W. Va., to be guest speaker at fourth annual Regional Television Seminar to be held Feb. 26-27 at John Hopkins U. and WAAM (TV) Baltimore.

Irving Zeidman, program director, WSMB New Orleans, to receive "Most Outstanding Young Man" award for 1953 from Monroe-West Monroe Junior Chamber of Commerce.

Samuel Dickson, staff writer-producer, KNBC San Francisco, has retired, but will continue to author and direct *Rickey's San Francisco Hour* on that station.

Dr. Preston Bradley, noted religious leader and lecturer, has begun a new radio program on WGN Chicago. He signed exclusive long-term contract with WGN Inc.

Thad M. Sandstrom, general manager, KSEK Pittsburgh, and Milda Ruth Jackson of Tulsa were married.

Barbara Sims, vocalist at WBBM-TV Chicago, married to **Jack J. Brown,** head of his own tv production agency, Jan. 28.

Jim Raser, writer-producer, KCBS San Francisco, and Sherry Banks were married Feb. 12.

William Douglas Gordon II, producer-director, KHJ-AM-TV Hollywood, father of boy, William Douglas III, Jan. 13; **Patrick Marrinan,** tv production staff, father of boy, Michael Ryan, Jan. 18; **Donald Andrews,** tv production staff, father of boy, Robert, Jan. 28, and **Robert Bomboy,** building maintenance, also father of boy, Robert James, Jan. 30.

Dick Smith, program director, WORC Worcester, Mass., father of boy, Jan. 16 and **Ken Cooper,** general manager, same station, father of girl, Jan. 19.

Edward Dembinski, newscaster, WHBF Rock Island, Ill., father of daughter, Susan Kaye.

Russell Naughton, chief announcer, WDRC Hartford, Conn., father of boy, Jan. 26.

Dix Harper, announcer, WLS Chicago, father of boy, Tod.

Fulton King, program director WTON Staunton, Va., died Jan. 18.

Networks

William Finkeldey, account executive, Consolidated Television Sales, N. Y., appointed account executive, New York headquarters of CBS-TV Film Sales.

Clifton Utley, NBC Chicago commentator, is serving as producer on a new series of programs, *Our World Today*, which debuted on WMAQ Chicago Feb. 7. Mr. Utley has been recuperating from illness since his collapse and hospitalization last June.

Robert Sunderland, location manager, 20th Century-Fox Film Corp., L. A., to NBC Radio press and publicity department, Hollywood, as network program news editor.

James Broderick, casting director, NBC-TV *Fireside Theatre,* to CBS-TV Hollywood, as assistant casting director.

Lynwood King, formerly director, WNBQ (TV) Chicago, appointed director on tv portion of ABC Don McNeill *Breakfast Club* simulcast.

Ray Earlenborn, CBS Radio Hollywood sound effects man, adds duties as comedian-actor on KHJ-TV same city *Harry Koplan-Rosemary LaPlanche Show.*

Brig. Gen. David Sarnoff, chairman of board, RCA-Victor and NBC, to receive annual Humanitarian Award of Golden Slipper Square Club in Philadelphia March 4.

John K. West, NBC Western division vice-president, elected to Los Angeles Chamber of Commerce board of directors. Thomas C. McCray, NBC Western div. director of administration, named radio-tv committee chairman for 1954 Los Angeles Red Cross fund appeal.

Pauline Frederick, NBC staff news commentator, addressed Business and Professional Women's Club in Bristol, Tenn., stressed importance that U. S. consider political as well as military possibilities of atomic energy.

Gene Autry, CBS Radio star, will conclude his 50-city, 52-show road tour with a performance in Birmingham, Ala., Feb. 28.

Dean Linger, promotion-publicity manager, Columbia Television Pacific Network, father of girl, Carol Diane, Feb. 5.

Film

William T. Croley, formerly district merchandising manager for NBC in Cleveland, appointed central sales manager for Screen Gems Inc., tv subsidiary of Columbia Pictures. He will headquarter in Cleveland and service Ky., W. Va., Ind., Mich. and Ohio.

Floyd B. Odlum, president, Atlas Corp., and **E. H. Wadewitz,** president, Western Lithographing Co., elected to board of directors of Walt Disney Productions.

John J. Bergen Jr., formerly vice president and treasurer, *Film Daily* and *Radio-Television Daily*, named vice president in charge of industrial and commercial films, Michael Myerberg Productions, N. Y., tv and theatrical film production firm.

Al Horwitz, Western and Southern regional sales supervisor, Hollywood Television Service Inc., appointed account executive in Los Angeles office, Motion Picture for Television's feature film div.

William Glinert, formerly with Consolidated Television Sales, N. Y., to United Television Programs, St. Louis office, as account executive for Ill., Ky. and Mo.

Richard Krolik resigns as television director of *Life* Magazine to join Nasht International Productions, tv and theatrical film production company, as New York manager.

Marvin Schnall, assistant to casting director **Victor Sutker,** Columbia Pictures, Hollywood, to Screen Gems, that city, as casting director. **Gert Andersen,** cinematographer for Columbia and Screen Gems on NBC-TV *Ford Theatre,* signed to serve in same capacity for latter firm's *Father Knows Best* and *Damon Runyon Theatre.*

Walter Koste, radio and tv director, WWJ Detroit, to The Jam Handy Organization, that city, as motion picture director.

James L. Noblitt, business representative of IATSE Local 80, to American National Studios (formerly Eagle-Lion), Hollywood, as grip foreman.

Robert H. Vollum, formerly of CKFH Toronto, to engineering staff, S. W. Caldwell Ltd., Toronto film and equipment distributing agency.

William Asher, director with Desilu Productions, Hollywood, on CBS-TV *I Love Lucy,* father of boy, Feb. 4. Mother is tv actress Danni Sue Nolan.

Jane Nigh (Mrs. John Baker), who until recently portrayed Lorelei on CBS-TV *Big Town* film series, mother of boy, John Christopher, Feb. 2.

Rene Williams, 50, Hollywood tv film producer of *Invitation Playhouse* and other series, died of a heart attack Feb. 3.

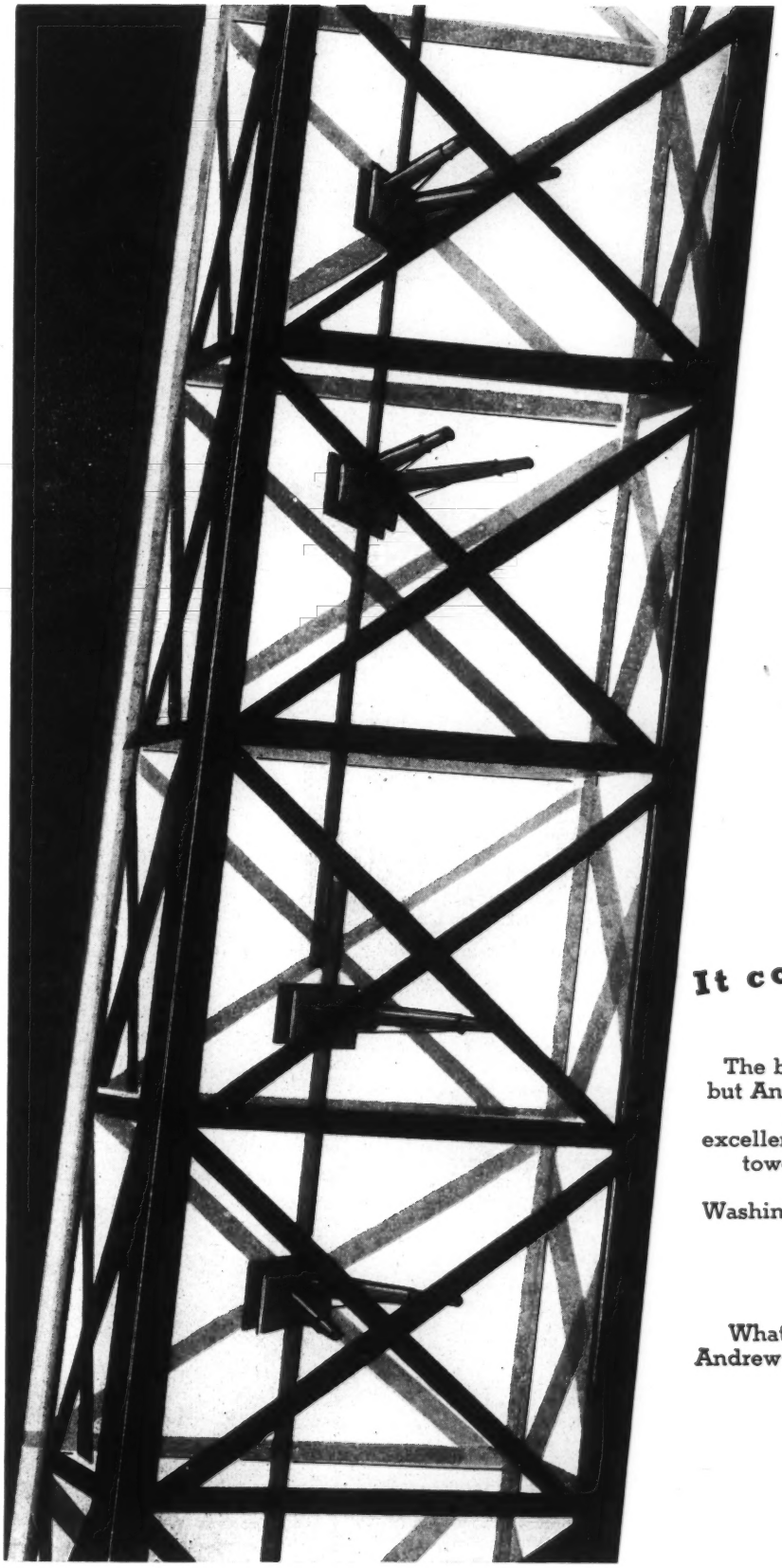
Manufacturers

Robert W. Connor, RCA engineer and winner of RCA's award of merit in 1948, appointed to newly-created post of manager of installation and customer service section, broadcast marketing div., RCA Engineering Products Dept., Camden, N. J.

Captain John N. Boland, USN (Ret.), associated with the Raytheon Mfg. Co., Waltham, Mass., in the fields of government liaison and contracts, appointed manager of Raytheon's Washington office; **Howard G. Mayer** and **Dale O'Brien** have been retained as public relations council for Raytheon's television-radio division.

Gus Calta to Cinema Engineering Co., Burbank, Calif. (amplifiers, audio, recording equip-

For **MINUTE** spots
to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121



It couldn't be done?

The books said it couldn't be done—but Andrew engineers went ahead and designed an antenna that gives excellent coverage mounted *inside* the tower! This ingenious development enabled station WTOP in Washington, DC to use their television tower for FM too—and so save thousands of dollars.

Whatever *your* problem in antennas Andrew ingenuity will find the answer. Be sure to consult us.

Andrew
CORPORATION

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

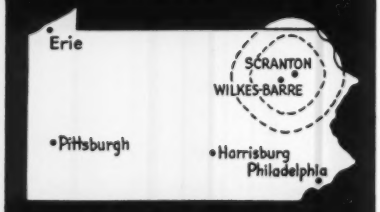
5 to 7 a.m.

Headley-Reed, National Representatives

WSYR SYRACUSE 570 KC

NBC AFFILIATE

COVERS PENNSYLVANIA'S 3rd LARGEST MARKET



SCRANTON · WILKES-BARRE

CHANNEL 16 WARM TV

SCRANTON, PA.
ABC TELEVISION NETWORK
Antenna: 1244 Ft. Above Average Terrain
333 Madison Ave., Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by
GEORGE P. HOLLINGBERY CO

ment), as plant sales engineer, replacing **Gordon Edwards,** named field engineer covering Southern Calif.

David H. Kutner, advertising director at Norge Div. of Borg-Warner Corp., to Motorola Inc., Chicago, in similar capacity, effective March 1.

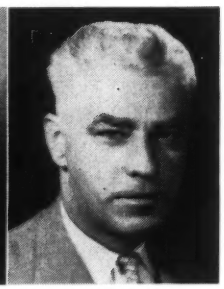
MR. SHERIDAN

Martin Sheridan, former Admiral Corp. account executive for Steve Hannagan Assoc. Inc., N. Y., appointed director of public relations for the Admiral Corp., headquartered in Chicago.

L. A. Shaw, employed in various sales capacities for Graybar Electric Co. for past 26 years, named manager of company's Rocky Mount, N. C., branch office.

C. J. Harrison, marketing manager, tv transmitter dept., communications products div., Allen B. DuMont Labs, named sales manager for mobile communications dept., same division. **Kenneth F. Petersen,** tv transmitter dept., succeeds Mr. Harrison as marketing manager.

MR. PETERSEN



MR. HARRISON

J. P. Smith Jr., chief engineer, Daven Co., Newark, N. J., named director of engineering; **Walter Voelker,** formerly of Bell Telephone Labs, succeeds Mr. Smith as chief engineer.

Sol Feir, district manager, Allen B. DuMont Labs (New York factory branch), named national winner of sales contest conducted by DuMont among the company's district managers.

Jermon Durban, former assistant advertising director, U. S. Rubber, and past president of American Television Society, died Feb. 10.

Program Services

Herbert W. Hobler, account executive, CBS-TV Sales to TelePrompTer National Sales Co., N. Y., as general sales manager, effective March 1.

Charles A. Schicke, national sales manager, Urania Records, named general merchandise manager for Epic Records with headquarters in Bridgeport, Conn.

Stephen F. Temmer, vice president and chief engineer, Gotham Recording Corp., N. Y., radio and tv transcription firm, appointed a lecturer in School of Dramatic Arts, Columbia U.

Bernard S. Brody, formerly music clearance director, Snader Telescriptions, has formed Bernard S. Brody and Associates, a music clearance service for tv film industry, with offices at 120 El Camino, Beverly Hills. Telephone is Crestview 4-4077.

Representatives

Charles Davies, formerly production supervisor, Biow Co., Hollywood, to New York sales staff of H-R Representatives.

Ken Johnson, sales manager, Thomas M. Lucas, Plymouth-DeSoto dealer, Stockton, Calif., to staff, Daren F. McGavern Co., S. F., radio-tv station representatives.

Louis Faust, formerly account executive, H-R Representatives, N. Y., named to New York sales staff of John Blair & Co., radio station representatives, as account executive.

Alan Hartman resigns as account executive with Headley-Reed Tv, N. Y. He will announce future plans following a vacation.

Trade Associations

Lloyd E. Yoder, general manager, WTAM-WNBK (TV) Cleveland, elected to board of directors, Cleveland Urban League.

Charles Sargeant, associate news editor, WCCO Minneapolis-St. Paul, elected vice president of Associated Press News Broadcasters.

Pat Freeman, sales and research director of Canadian Assn. of Radio and Tv Broadcasters, appointed to awards committee of Assn. of Canadian Advertisers.

William F. McCrea, public relations director, Amalgamated Sugar Co., Salt Lake City, elected president, Intermountain chapter, Public Relations Society of America. **J. Roy Bardsley,** Dan E. Clark & Associates, Salt Lake City, elected vice president; and **Arthur W. McQuiddy,** assistant public relations director, Geneva branch, U. S. Steel, secretary-treasurer.

H. R. Ohleyer, J. Walter Thompson Co., S. F., named advance promotion chairman for Pacific Council AAAA convention in Coronado, Calif., this spring.

Noble Sissle, conductor of *Rhythm of America* on WMGM New York, re-elected president of Negro Actors Guild of America.

Robert D. Williams, Brand Appliance Inc., Pasadena and Glendale, Calif., elected president, Electric League of Los Angeles Inc., tv-appliance manufacturer, dealer and distributor trade organization.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX • NOVA SCOTIA
Joseph Weed & Company
350 Madison Ave., New York,
Representative
5000 WATTS

Large outdoor model of Niagara Falls, developed over 30 years ago by the local electric company, helped determine how to both preserve the scenic spectacle and produce more electric power. Beauty of falls is the first consideration.

48 STATES HEAR NIAGARA'S ROAR

World's first major hydroelectric plant, built by the local electric company 58 years ago on the Niagara River above the falls and still operating.

Another hydroelectric plant just below the falls . . . one of the more than 100 hydro plants operated by electric companies in New York State.

The roar of Niagara Falls has a special meaning these days. For the Niagara River is a potential source of additional electric power. And the decision as to who will develop this power concerns every citizen in the 48 states.

In Washington last summer, the House of Representatives voted 262 to 120 for a bill to authorize local electric companies to do the job. New York congressmen approved it 32 to 9. This Free Enterprise Bill is now pending before the United States Senate.

But the New York State Power Authority says *it* should develop the Niagara River's additional power. This, in spite of the fact that electric company power development has a 59-year record of large-scale, low-cost service at Niagara. Industries, farms and homes in nearby areas have benefited fully from the Niagara River's available water. And the spectacle of the Falls will not be disturbed. In fact, its scenic beauty will be improved.

The one big issue at Niagara is government vs. business in the electric power field—whether federal or state government. The proposed additional development involves no flood control or navigation, functions generally associated with government projects. And it has no connection with the St. Lawrence Seaway and Power Project. It's important to note, too, that the companies would pay federal, state and local taxes on their project amounting to $23 million a year. The State Power Authority would pay little or nothing.

Traditionally, our nation's strength lies in natural resources developed under regulated business management for the good of all. Any test of this concept is important to all 48 states.

That's why the facts about the Niagara project are brought to your attention by *America's business-managed Electric Light and Power Companies**.

*Names on request from this magazine

Station Authorizations, Applications
(As Compiled by B•T)
Feb. 4 through Feb. 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,508	527	101
CPs on air	16	28	†268
CPs not on air	120	19	197
Total on air	2,524	555	†369
Total authorized	2,644	574	566
Applications in hearing	127	2	162
New station requests	165	4	134
Facilities change request	144	26	26
Total applications pending	749	134	302
Licenses deleted in Jan.	1	7	0
CPs deleted in Jan.	2	0	13

***Does not include noncommercial educational fm and tv stations.**

†Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,531	2,508	136	179	127
FM	564	528	47	4	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	210	298	508
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	236	121	357
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	903	337	697	524	1,222[2]
Educational	51		25	26	51[3]
Total	954	337	722	550	1,271[4]

[1] Forty-six CPs (9 vhf, 37 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 537 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

El Centro, Calif.—Valley Empire Telecasters, granted uhf ch. 16 (482-488 mc); ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 270 ft., above ground 300 ft. Estimated construction cost $161,000, first year operating cost $180,000, revenue $215,000. Post office address % Joseph Brenner, 321 South Brenner Dr., Beverly Hills, Calif. Studio location to be determined. Transmitter location 1½ mi. due south of Wilson's Corner, ½ mi. west of Highway 111. Geographic coordinates 32° 49′ 30″ N. Lat., 115° 30′ 32″ W. Long. Transmitter and antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Principals include **William B. Ross** (50%), sole proprietor of W. B. Ross and Assoc. (public relations and advertising agency), associated with Herbert M. Baus, Baus & Ross Campaigns, a 4% stockholder in Golden State Bank, Bell Gardens, Calif., 5½% stockholder in Glenn A. Smith and Assoc., import and export business, trustee under appointment of U. S. Dist. Court for KPRO-AM-FM Riverside, Calif., KROP Brawley, Calif., KREO Indio, Calif., and KYOR Blythe, Calif., and **W. G. Ross** (50%), president and 15% stockholder, Golden State Bank, Bell Gardens, Calif. Granted Feb. 10.

Chicago, Ill.—WOPA-TV Inc. (WOPA-AM-FM Oak Park, Ill.), granted uhf ch. 44 (650-656 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 660 ft., above ground 682 ft. Estimated construction cost $275,605, first year operating cost $252,000, revenue $340,000. Post office address 408 South Oak Park Ave., Oak Park. Transmitter location 105 West Adams St., Chicago. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Egmont Sonderling** (25%), Vice President **Richard Goodman** (55%) and Secretary **Mason Loundy** (20%). Granted Feb. 10.

Tulsa, Okla.—Arthur R. Olson, granted uhf ch. 17 (488-494 mc); ERP 251.1 kw visual, 131.8 kw aural; antenna height above average terrain 861 ft., above ground 652 ft. Estimated construction cost $701,052, first year operating cost $300,000, revenue $240,000. Post office address P. O. Box 2680, Tulsa, Okla. Studio location to be determined. Transmitter location 3 mi. north of San Springs, Okla., about 7 mi. WNW of center of Tulsa. Geographic coordinates 36° 11′ 36″ N. Lat., 96° 05′ 54″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George P. Adair, Washington. Sole owner of applicant is **Arthur R. Olson,** president and 51% owner of Arlington Texas Industries Inc. (mfr. of magnesium and aluminum castings), Arlington, Tex.; vice president and 12½% owner of Olson Drilling Co. (oil well drilling), Tulsa; partner and 40% owner of Olson Oil Co. (oil), Tulsa, and secretary and 37/720ths owner of Principle Films Inc. (motion picture production), Seguin, Tex. City priority status: Gr. B-4, No. 197. Grant was made possible by withdrawal of competitive bid of Tulsa Tv Co., which is reimbursed $27,000 for expenses incurred in filing its application. Granted Feb. 5.

Wausau, Wis.—Rep. Alvin E. O'Konski (R-Wis.) (WOSA), granted uhf ch. 16 (482-488 mc); ERP 22.4 kw visual, 12 kw aural; antenna height above average terrain 740 ft., above ground 237.25 ft. Estimated construction cost $145,950.20, first year operating cost $58,000, revenue $100,000. Post office address % Radio Stations WLIN (FM) & WOSA Merrill, Wis. Studio location Wausau, Wis. Transmitter location State Park Rd., Weston, Wis. Geographic coordinates 44° 55′ 11″ N. Lat., 89° 40′ 42″ W. Long. Transmitter RCA, antenna DuMont. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Alvin E. O'Konski also is sole owner of WLIN (FM) Merrill, Wis. Granted Feb. 10.

APPLICATIONS

Buffalo, N. Y.—WKBW-TV Inc., vhf ch. 7 (174-180 mc); ERP 263 kw visual, 132 kw aural; antenna height above average terrain 425 ft., above ground 405 ft. Estimated construction cost $582,879, first year operating cost $721,000, revenue $1,194,000. Post office address 1420 Main St., Buffalo. Studio and transmitter location 1420 Main St., Buffalo. Geographic coordinates 42° 54′ 44″ N. Lat., 78° 52′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, N. Y. Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals include President **Clinton H. Churchill** (51%), president stockholder WKBW; Vice President **Alfred E. Anscombe** (5%), vice president-station manager WKBW; Treasurer-Secretary **Edward H. Kavionsky** (24%), attorney, and treasurer of WKBW; **Darwin R. Martin** (5%), real estate, and **Buffalo Waste Paper Co.** (15%). Filed Feb. 5.

El Paso, Tex.—Trinity Bcstg. Corp. (KLIF-AM-TV Dallas, KELP El Paso), vhf ch. 13 (210-216 mc); ERP 49.43 kw visual, 27.67 kw aural; antenna height above average terrain 110 ft., above ground 352 ft. Estimated construction cost $180,946, first year operating cost $158,610, revenue $172,300. Post office address 2104 Jackson St., Dallas. Studio and transmitter location SW side of Delta & French Sts., El Paso. Geographic coordinates 31° 45′ 42″ N. Lat., 106° 26′ 15″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Barton R. McLendon** (50%), 20% partner Tri-State Theatres, Dallas; Vice President **Gordon B. McLendon** (49%), 20% partner Tri-State Theatres, and Secretary-Treasurer **John Robert Euler** (1%). Filed Feb. 3.

APPLICATIONS AMENDED

Orlando, Fla.—WHOO Inc. amends bid for new tv station on vhf ch. 9 to change ERP to 232 kw visual and 116 kw aural. Filed Feb. 4.

Indianapolis, Ind. — Indianapolis Bcstg. Inc. (WIRE) amends bid for new tv station on vhf ch. 13 to change transmitter location to Fisher Rd. & Troy Ave., approximately 7 mi. SE of Indianapolis; antenna height above average terrain 1,000 ft. Filed Jan. 27.

Bangor, Me.—Maine Bcstg. Co. amends bid for new tv station on vhf ch. 2 to change geographical coordinates as 44° 49′ 45″ N. Lat., 68° 47′ 02″ W. Long. Filed Feb. 3.

Bangor, Me.—Murray Carpenter amends bid for new tv station on vhf ch. 2 to change name to Murray Carpenter & Assoc.; specify President-Treasurer **Murray Carpenter** (60%), Secretary **Marie Zoidis Carpenter** (20%), and **C. L. Landon** (20%). Filed Feb. 3.

Fayetteville, N. C.—Ralph E. Hess amends bid for new tv station on uhf ch. 18 to change ERP to 207.87 kw visual, 108.477 kw aural. Filed Jan. 28.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. (WBLK) amends bid for new tv station on vhf ch. 12 to change ERP to 56.02 kw visual, 33.61 kw aural; studio location to Pinnickinnick Ave., Clarksburg. Filed Feb. 9.

Wausau, Wis.—Rep. Alvin E. O'Konski amends bid for new tv station on vhf ch. 7 to specify uhf ch. 16 (482-488 mc); ERP 22.49 kw visual; 12.02 kw aural; antenna height above average terrain 740 ft.; studio location 300 Grand Ave. Filed Feb. 2.

THE LATEST WCKY STORY

Versatility!

Whether YOUR products are:

Crackers . . . like *Premium*
Cigarettes . . . like *Pall Mall*
Automobiles . . . like *Ford*
Railroads . . . like *New York Central*
Hotels . . . like *Sheraton*
Rentals . . . like *Swifton Village*

WCKY's

50 GRAND OF SALES POWER WILL DO THE JOB
The L B Wilson Station . . . Cincinnati Ohio

WCKY CINCINNATI

APPLICATIONS DISMISSED

El Centro, Calif.—Sidney A. Franklin Jr. FCC dismissed bid for new tv station on uhf ch. 16 at request of attorney. Dismissed Feb. 9.

Jackson, Miss.—Mississippi Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 47 at request of attorney. Dismised Feb. 5.

Reno, Nev.—H. L. Cravens tr/as Western Tv Co. FCC dismissed bid for new tv station on vhf ch. 4 for non-response to McFarland Letter. Dismissed Feb. 2.

Buffalo, N. Y.—WKBW Inc. (WKBW). FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Feb. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KVOA-TV Tucson, Ariz.—Arizona Bcstg. Co. granted modification of CP for vhf ch. 4 to change ERP to 67.24 kw visual and 71.74 kw aural. Granted Feb. 2; announced Feb. 9.

KBID-TV Fresno, Calif.—John Poole Bcstg. Co. granted STA to operate commercially on uhf ch. 53 for the period ending April 12. Granted Feb. 2; announced Feb. 9.

WJBF-TV Augusta, Ga. — Georgia-Carolina Bcstg. Co. granted modification of CP for vhf ch. 6 to change ERP to 100 kw visual, 67.6 kw aural; antenna height above average terrain 610 ft. Granted Feb. 1; announced Feb. 9.

WDAK-TV Columbus, Ga. — Tv Columbus granted modification of CP for uhf ch. 28 to change ERP to 555.25 kw visual, 559.75 kw aural; antenna height above average terrain 650 ft. Granted Feb. 5.

KULA-TV Honolulu, Hawaii—Pacific Frontier Bcstg. Co. granted STA to operate commercially on vhf ch. 4 for the period ending May 1. Granted Feb. 1; announced Feb. 9.

WAAM (TV) Baltimore, Md.—WAAM Inc. granted modification of CP for vhf ch. 13 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 550 ft. Granted Feb. 1; announced Feb. 9.

WBAL-TV Baltimore, Md.—The Hearst Corp. granted modification of CP for vhf ch. 11 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 540 ft. Granted Feb. 1; announced Feb. 9.

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. granted STA to operate commercially on uhf ch. 74 for the period ending April 15. Granted Feb. 1; announced Feb. 9.

WWJ-TV Detroit, Mich.—Evening News Assn. granted modification of CP for vhf ch. 4 to change ERP to 97.7 kw visual, 50.1 kw aural; transmitter location to Greenfield & 10½ Mile Rds., near Detroit; antenna height above average terrain 1,010 ft. Granted Feb. 1; announced Feb. 9.

WNET (TV) Providence, R. I.—Ch. 16 of R. I. Inc. granted STA to operate commercially on uhf ch. 16 for the period ending Aug. 11. Granted Feb. 3; announced Feb. 9.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted modification of CP for uhf ch. 25 to change ERP to 234 kw visual and 123 kw aural. Granted Feb. 1; announced Feb. 9.

APPLICATIONS

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. seeks modification of CP for uhf ch. 23 to change ERP to 16.51 kw visual, 8.912 kw aural; transmitter and studio location to 703 Bank St., Mutual Savings Life Ins. Bldg., Decatur; antenna height above average terrain 351.084 ft. Filed Feb. 9.

KBID-TV Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks modification of CP for uhf ch. 53 to change ERP to 255.6 kw visual, 133.2 kw aural; antenna height above average terrain 2,230.9 ft. Filed Jan. 28.

KBIE-TV Sacramento, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks modification of CP for uhf ch. 46 to change ERP to 271.62 kw visual, 141.58 kw aural; studio location to be determined; transmitter location to Pine Hill Lookout, 2.2 miles NW of Rescue, Calif.; antenna height above average terrain 1,059.6 ft. Filed Jan. 28.

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

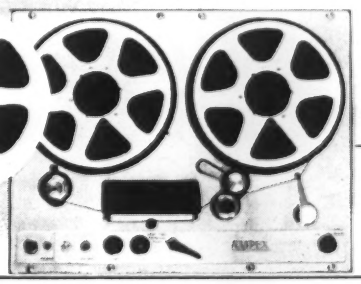
EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in/sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 14-inch
- Centralized pushbutton controls

*From master tapes of suitable quality.



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TV STATION
. . . wanted in Pittsburgh to help sell our many fine products to the 981,000 families in the area. See National Advertisers.
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Channel 53
PITTSBURGH'S PIONEER
UHF television station!
National Representatives: WEED TELEVISION

WMRY Leads
ALL COMPETITIVE NEGRO PROGRAMMING
★ 29 out of 38 quarter hours
ALL NEW ORLEANS INDEPENDENT STATIONS
★ 36 out of 46 quarter hours
ONE OR MORE NETWORK STATIONS
★ 39 out of 46 quarter hours
TWO OR MORE NETWORK STATIONS
★ 23 out of 46 quarter hours
THREE NETWORK STATIONS
★ 9 out of 46 quarter hours
With the addition of feature programs of the National Negro Network, WMRY stretches its leadership as a MUST BUY to thoroughly cover the great and growing New Orleans Market!
High Ratings!
Top Notch Merchandising!
Low Rates!
★ Pulse of N. O. (Sept.-Oct.)
600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

WJHP Jacksonvilla, Fla.—Jacksonville Journal Co. seeks modification of CP for uhf ch. 36 to change studio location to 4038 Phillips Hwy., near Jacksonville. Filed Feb. 3.

WGOV-TV Valdosta, Ga.—WGOV-TV Inc. seeks modification of CP for uhf ch. 37 to change ERP to 16.2 kw visual, 9.77 kw aural; transmitter and studio location to 6.1 miles NW of Valdosta Court House, 0.4 miles SE of Mineola, Ga.; antenna height above average terrain 621 ft. Filed Jan. 29.

WTHI-TV Terre Haute, Ind.—Wabash Valley Bcstg. Corp. seeks modification of CP for vhf ch. 10 to change transmitter and studio location to 918 Ohio St.; antenna height above average terrain 476 ft. Filed Feb. 3.

KFLY-TV Lafayette, La.—Camellia Bcstg. Co. seeks modification of CP for vhf ch. 10 to change ERP to 26.8 kw visual, 15.3 kw aural; studio location to transmitter site at Eraste Landry Rd. and State Hwy. 674; antenna height above average terrain 447.5 ft. Filed Feb. 5.

KVOL-TV Lafayette, La.—Evangeline Bcstg. Co. seeks modification of CP for vhf ch. 10 to change ERP to 26.8 kw visual, 15.3 kw aural; studio location to transmitter site at Eraste Landry Rd. and State Hwy. 674, near Lafayette; antenna height above average terrain 447.5 ft. Filed Feb. 5.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio-TV Inc. seeks modification of CP for uhf ch. 18 to change ERP to 17.8 kw visual, 9.7 kw aural; change transmitter and studio location to 3.7 miles N of Cape Girardeau on Coker Knob; antenna height above average terrain 644 ft. Filed Feb. 5.

KOAT-TV Albuquerque, N. M.—Alvarado Tv Co. seeks modification of CP for vhf ch. 7 to change ERP to 29 kw visual, 14.5 aural; antenna height above average terrain 563 ft. Filed Jan. 29.

WCIN-TV Cincinnati, Ohio—Robert W. Rounsaville seeks modification of CP for uhf ch. 54 to change ERP to 127.414 kw visual, 67.849 kw aural; transmitter location to 8th & Matson Place, Cincinnati; antenna height above average terrain 538.333 ft. Filed Jan. 29.

KSLM-TV Salem, Ore.—Oregon Radio Inc. seeks modification of CP for vhf ch. 3 to change ERP to 100 kw visual, 50 kw aural; transmitter location to 14 miles SE of Oregon City, Ore.; antenna height above average terrain 1,502.4 ft. Filed Feb. 9.

WTLO (TV) New Orleans, Pa.—R. L. Wheelock et al. d/b as New Orleans Tv Co. seeks modification of CP for uhf ch. 20 to change ERP to 190.5 kw visual, 103 kw aural; antenna height above average terrain 420 ft. Filed Jan. 29.

WKAQ-TV San Juan, P. R.—El Mundo Bcstg. Corp. seeks modification of CP for vhf ch. 2 to change antenna height above average terrain to 1271 ft. Filed Jan. 29.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. seeks modification of CP for vhf ch. 9 to change ERP to 45.77 kw visual; 22.89 kw aural; change transmitter location to 3.5 miles N of Jackson on Oil Well Rd.; studio location to Williams Bldg., Jackson; antenna height above average terrain 569 ft. Filed Feb. 3.

CALL LETTERS ASSIGNED

KBAK-TV Bakersfield, Calif. — Bakersfield Broadcasting Co., uhf ch. 29. Changed from KAFY-TV.

KVVG (TV) Tulare, Calif.—Sheldon Anderson, uhf ch. 27. Changed from KCOK-TV.

WMFL (TV) Miami, Fla.—Miami-Biscayne Tv Corp., uhf ch. 33.

WALB-TV Albany, Ga.—Herald Pub. Co., vhf ch. 10.

WTTW (TV) Chicago, Ill.—Chicago Educational Tv Assoc., reserved vhf ch. 11.

WLAP-TV Lexington, Ky.—American Bcstg. Corp., uhf ch. 27.

WTLF (TV) Baltimore, Md.—United Broadcasting Co. of Eastern Md., uhf ch. 18.

KTVO (TV) Kirksville, Mo.—KBIZ Inc., vhf ch. 3.

WTIK-TV Durham, N. C.—Durham Broadcasting Enterprises Inc., vhf ch. 11.

WHK-TV Cleveland, Ohio—United Broadcasting Co., uhf ch. 19.

KTEN (TV) Ada, Okla.—Eastern Okla. Tv Co., vhf ch. 10. Changed from KEOK (TV).

KGEO-TV Enid, Okla.—Streets Electronics Inc., vhf ch. 5.

KOED (TV) Oklahoma City, Okla.—Okla. Educational Authority, reserved vhf ch. 13.

WTVS (TV) Knoxville, Tenn.—Greater East Tenn Tv Inc., vhf ch. 6. Changed from WROL-TV.

New Am Stations . . .

APPLICATIONS

Hartford, Conn.—Samuel Elman, 1230 kc, 250 w unlimited. Post office address 341 Lincoln St., Waterbury, Conn. Estimated construction cost $14,900, first year operating cost $78,000, revenue $95,000. **Mr. Elman,** manager WATR Waterbury, will be sole owner. Filed Feb. 5.

Gainesville, Fla.—Thomas R. Hansen, Charles W. Dowdy, John A. Dowdy & Winnie S. Vaughn d/b as Decatur Bcstg. Co. (WMGR Bainbridge, Ga.), 980 kc, 5 kw daytime. Post office address Box 375, Bainbridge, Ga. Estimated construction cost $45,325, first year operating cost $40,000, revenue $50,000. Each partner owns 25% interest. Filed Jan. 29.

Jacksonville, Fla.—Telerad Inc., 1280 kc, 1 kw daytime. Post office address 1307 Glenn Garry Rd. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include President **John A. Boling** (60%), former owner WNER Live Oak, Fla.; Secretary **Opal D. Boling** (20%), and Treasurer **Beverly G. Boling** (20%). Filed Feb. 1.

Titusville, Pa.—Crawford County Bcstg. Co. 1460 kc, 500 w daytime. Post office address c/o Victor & Richards Inc., 12 E. 41st St. N. Y. C. Estimated construction cost $12,280, first year operating cost $40,000, revenue $52,500. Principals include President **Robert Z. Morrison Jr.** (1/3), sales director KCRI-TV Cedar Rapids, Iowa, and former account executive NBC; Secretary-Treasurer **Victor D. Lindeman Jr.** (1/3), vice president Victor & Richards Inc., advertising agency, and Vice President **Patrick A. Petrino** (1/3), account executive Burke, Kuipers & Mahoney Inc., N. Y. newspaper representative. Filed Jan. 26.

Raymondville, Tex.—Hale Schaleben and Van N. Culpepper, 1240 kc, 250 w unlimited. Post office address 112-A S. Broadway, McAllen, Tex. Estimated construction cost $22,828, first year operating cost $48,000, revenue $48,000. Principals in partnership are **Hale Schaleben** (80%), attorney, and **Van N. Culpepper** (20%), attorney. Filed Feb. 1.

Christianburg, Va.—Dr. Vernon H. Baker d/b as Montgomery Bcstg. Co. 1460 kc, 1 kw daytime. Post office address box 99, Blacksburg, Va. Estimated construction cost $17,342, first year operating cost $24,000, revenue $36,000. Principal owner is Dr. Baker, professor at Virginia Polytechnic Institute, Blacksburg, Va. Filed Jan. 28.

Existing Am Stations . . .

ACTIONS BY FCC

KBMX Coalinga, Calif.—Pleasant Valley Radio Co. granted authority to remain silent for period of 90 days beginning Feb. 8. Granted Feb. 5.

WPTX Lexington Park, Md.—Patuxent Radio Inc. granted CP to change from 1570 kc, 1 kw daytime to 920 kc, 500 w daytime. Granted Feb. 10.

KWTO Springfield, Mo.—Ozarks Bcstg. Co. granted CP to increase nighttime power from 1 kw to 5 kw. Granted Feb. 8.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co. granted CP to change from 1240 kc, 250 w unlimited to 860 kc, 1 kw daytime, 500 w night, directional. Granted Feb. 4.

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Existing Fm Stations . . .

ACTIONS BY FCC

KCRW (FM) Santa Monica, Calif.—Santa Monica School Board granted CP to make changes in noncommercial educational fm station to change ERP to 400 w; antenna height above average terrain to minus 310 ft. Granted Feb. 4.

WFPK (FM) Louisville, Ky.—Board of Trustees Louisville Free Pub. Library granted modification of CP to reduce antenna height above average terrain to 295 ft. Granted Feb. 2; announced Feb. 9.

KRVM (FM) Eugene, Ore.—School District No. 4 Lane County granted modification of license to change to ch. 220 (91.9 mc). Granted Feb. 3; announced Feb. 9.

WDFM (FM) State College, Pa.—Pa. State College granted modification of CP to change name to Pa. State U.; change ERP to 250 w. Granted Feb. 2; announced Feb. 9.

Ownership Changes . . .

ACTIONS BY FCC

WETV (TV) Macon, Ga.—Macon Tv Co. granted voluntary acquisition of positive control through sale of 45% interest by Middle Georgia Bcstg. Co. (WBML) to Macon Bcstg. Co. (WNEX) for $70,000. WNEX will now own 81.8% and W. A. Fickling will own 18.2%. Granted Feb. 10.

WBML Macon, Ga.—Middle Georgia Bcstg. Co. granted voluntary transfer of control to C. R. Rader (⅔) and George W. Patton (⅓) through sale of all stock for $159,400. Mr. Rader is general contractor and Mr. Patton is commercial manager WBML. Granted Feb. 10.

WRHT Griffin, Ga.—Robert H. Thompson Sr. tr/as Griffin Bcstg. System granted voluntary assignment of license to Virginia P. Bowen for $75,000. Assignment is contingent on grant of assignment of Miss Bowen's 50% interest in WWNS to Mr. Thompson. Granted Feb. 10.

WWNS Statesboro, Ga.—Robert H. Thompson Sr. & Virginia P. Bowen d/b as Statesboro Bcstg. System granted voluntary assignment of license to Robert H. Thompson Sr. through sale of 50% interest of Miss Bowen for $25,000. Assignment is contingent on grant of assignment of WRHT to Miss Bowen by Mr. Thompson. Granted Feb. 10.

KJFJ Webster City, Iowa—Charles V. Warren, Ruth B. Warren, Lloyd Carr & Margaret P. Carr d/b as Land O'Corn Bcstg. Co., granted voluntary assignment of license to Charles V. Warren and Ruth B. Warren d/b as Land O'Corn Bcstg. Co. for $15,000. Granted Feb. 10.

WDOB Canton, Miss.—J. Dige Bishop, Annie Dee Davis & James T. Ownby d/b as Madison County Bcstg. Co. granted voluntary assignment of license to company of the same name. There is no change in percentage of ownership interests. Granted Feb. 5.

WISP Kinston, N. C.—Edwin J. Schuffman granted voluntary assignment of license to Citizens Bcstg. Co. in consideration of 98.98% interest in new owner. Mr. Schuffman transfers 38.98% interest in payment of indebtedness to Messrs. Matt H. Allen (9.47%), Abe Birenbaum (20.40%) and James L. Mosely (9.11%). Mr. Schuffman will then own 60% interest. Granted Feb. 14.

KBUD Athens, Tex.—Henderson County Bcstg. Co. granted voluntary assignment of license to J. B. McNutt Jr. tr/as Henderson County Bcstg. Co. through purchase of 25% interest from Merl Saxon for $5,000. Mr. McNutt will now be sole owner. Granted Feb. 5.

KCCT Corpus Christi, Tex.—Hector De Pena, Aroldo O. Lerma, Jose A. Garcia, Gabriel Lozano & Hector P. Garcia d/b as International Radio Co. granted voluntary assignment of license to a corporation of the same name. No consideration involved as each partner retains 20% interest in new company. Granted Feb. 5.

APPLICATIONS

KBYR Anchorage, Alaska—Keith Capper, Receiver seeks involuntary assignment of license by court order to Jack H. White, Receiver. Filed Feb. 1.

WALA-TV Mobile, Ala.—Pape Bcstg. Co. seeks assignment of CP for vhf ch. 10 to newly created corporation Pape Tv Co. No consideration is involved as each stockholder will retain relatively same percentage of stock. Filed Feb. 1.

KVRH Salida, Colo.—Vir N. James seeks voluntary assignment to Heart of the Rockies Bcstg. Co. for $25,000. Principals include President **J. F. Lohmer** (75%), general manager WKLJ Sparta, Wis., and Secretary-Treasurer **A. N. Wall** (25%), banking. Filed Feb. 1.

KPOA Honolulu, Hawaii—John D. Keating & J. Elroy McGaw d/b as Island Bcstg. Co. seeks voluntary assignment of license to Radio Hawaii Inc. for $400,000. Radio Hawaii is wholly owned subsidiary of Tele-Trip Policy Co., aviation insurance specialists. Principals include President **John M. Shaheen,** president-58.8% stockholder Tele-Trip Policy Co.; Treasurer **Joseph P. Kane** and Secretary **Philip Gandert.** Filed Jan. 25.

WRUM Rumford, Me.—Rumford Pub. Co. seeks voluntary assignment to wholly owned subsidiary Rumford Bcstg. Co. Filed Feb. 4.

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by Joe Marsh

Steve Tips the Balance

Was just leaving home this morning when the Missus reminded me to stop at Steve and Al's Meat Market for a pound of hamburger. "Be sure to get it from Steve," she said.

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"Al loads the scales and then takes away 'til he has a pound. But I put too *little* on and start adding more. To your wife—that probably looks like a better buy."

From where I sit, there's always more than one way to approach a thing and still come out fair and square to all. My wife likes a cup of tea with dinner; I prefer a temperate glass of beer. We respect each other and get along fine. Gets me pretty mad though, when somebody starts "throwing his weight around" and demands that I see things exactly his way.

Joe Marsh

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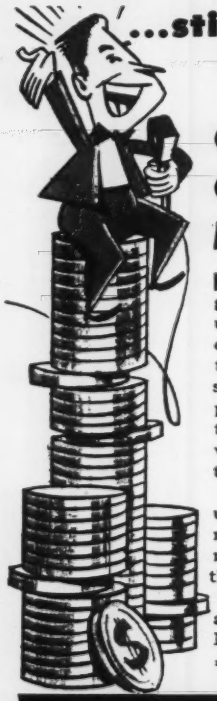

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KFAB Lincoln, Neb.—KFAB Bcstg. Co. seeks voluntary relinquishment of negative control by Sidles Co. and Journal Star Printing Co. through sale of 275 shares of stock to four employes of WFAB for $39,545. Principals include **Harry D. Burke** (105 shares); **R. Lyell Bremser** (105 shares); **Harold A. Sonderlund** (55 shares), and **William E. Macdonald** (10 shares). Filed Feb. 1.

WAGE Syracuse, N. Y.—WAGE Inc. seeks voluntary assignment to Meredith Syracuse Radio Corp. for $200,000. Meredith Syracuse is wholly owned subsidiary of Meredith Pub. Co., owner of KCMO-AM-FM Kansas City, Mo.; KPHO Phoenix, Ariz., and WOW Omaha, Neb. Filed Feb. 1.

WWSO Springfield, Ohio — Radio Springfield Inc. seeks voluntary assignment to WWSO Bcstg. Corp. for $50,000. Principals include President **Harry K. Crowl** (16.13%), account executive WONE Dayton, Ohio; Vice President **Tommy Sutton** (16.13%), announcer WING Dayton, Ohio; Secretary **Bradley Schaeffer** (3.23%), attorney, and **George L. Flanagan** (16.13%), beer distributor. Filed Feb. 1.

Tulia, Tex.—Clint Formby tr/as Tulia Bcstg. Co. seeks voluntary assignment of CP for new am station to Clint Formby & Marshall Formby d/b as Tulia Bcstg. Co. for $500, or ⅓ interest in KSML Seminole, Tex. Clint Formby will own ⅔ interest and Marshall Formby will own ⅓ interest. Filed Jan. 25.

KSML Seminole, Tex.—Marshall Formby seeks voluntary assignment to Marshall Formby & Clint Formby d/b as Hamilton Bcstg. Co. for $500, or ⅓ interest in Tulia Bcstg. Co., Tulia, Tex., new am station there. Marshall Formby will own ⅔ interest and Clint Formby will own ⅓ interest. Filed Jan. 25.

Hearing Cases . . .

INITIAL DECISION

Ogden, Utah—Vhf ch. 9 proceeding. FCC hearing Examiner Thomas H. Donahue issued initial decision looking toward denial of the application of United Bcstg. Co. for new tv station in Ogden, Utah, on ch. 9. Applicant failed to appear at hearing. Action Feb. 5.

OTHER ACTIONS

KFQD Anchorage, KFRB Fairbanks, KINY Juneau, Alaska—Alaska Bcstg. Co. FCC by memorandum opinion and order, denied Jan. 15 petition requesting waiver of Sec. 1.373 of the rules to give immediate consideration to change of frequencies and power; KFQD seeks change from 600 kc, 5 kw, U to 730 kc, 10 kw, U, KFRB from 790 kc, 5 kw, U, to 900 kc, 10 kw, U, and KINY from 1290 kc, 5 kw, U to 800 kc, 5 kw, U. Comr. Lee absent. Action Feb. 10.

Ft. Smith, Ark.—Vhf ch. 5 proceeding. FCC scheduled for hearing on March 5 the competitive bids of American Tv Co. and George T. Hernreich for new tv station on vhf ch. 5. Action Feb. 4.

Hartford, Conn.—Vhf ch. 3 proceeding. By order, the Commission denied petition filed by Hartford Telecasting Co., for review of examiner's rulings which denied request for continuance of the time for taking testimony on Hartford's point of reliance concerning "economic domination" of Hartford, by The Travelers Bcstg. Service Corp., in the proceeding involving applications for new tv stations in Hartford, on Ch. 3. Comr. Hennock issued dissenting statement. Action Feb. 5.

Jacksonville, Fla.—By order, the Commission denied petition by Ray Herbert Gunckel Jr., seeking removal from hearing docket and immediate grant of his application for new am station in Jacksonville, Fla., on 1280 kc, 1 kw, D or, in the alternative, for early hearing date in this proceeding which also involves application of B. F. J. Timm seeking the same facilities. Action Feb. 5.

Lexington, Ky.—Uhf ch. 18 proceeding. FCC scheduled for hearing on March 5 the competitive bids of Bluegrass Bcstg. Co. and Central Ky. Bcstg. Co. for new tv stations on uhf ch. 18. Action Feb. 4.

Limit Number of Pleadings that May Be Filed in Proceedings—By report and order, the Commission amended its Rules of Practice and Procedure so as to limit the number of pleadings that may be filed in its proceedings. Accordingly, Sec. 1.730 is amended to require the filing of oppositions within 10 days after petitions are filed, and replies to such oppositions to be filed within 5 days after the filing of oppositions. No other pleadings may be filed unless (1) specifically requested by the Commission or (2) authorized by the Motions Commissioner upon a showing of good cause.

Future notices of proposed rule making will, in addition to specifying the dates for filing comments and replies thereto, provide that no additional comments may be filed unless (1) specifically requested by the Commission or (2) good cause for the filing of additional comments is established. Requests to file such additional pleadings will be directed to the full Commission rather than to the Motions Commissioner. These amendments will become effective Feb. 17, 1954.

The amendment to Sec. 1.730 does not alter the provisions of Secs. 1.744 and 1.745 which apply to the Commission's motions practice and specify that actions on such motions may be taken four days after such motions have been filed with the Commission. Action Feb. 10.

Bangor, Me.—Vhf ch. 2 proceeding. FCC designated for hearing on March 12, applications of Murray Carpenter & Assocs. and Maine Bcstg. Co. for new tv stations on vhf ch. 2. Action Feb. 10.

Fayetteville, N. C.—Uhf ch. 18 proceeding. FCC designated for hearing on March 12, applications of Fayetteville Bcstrs. Inc. and Ralph E. Hess for new tv stations on uhf ch. 18. Action Feb. 10.

Muskogee, Okla.—Vhf ch. 8 proceeding. By order, the Commission denied petition filed by Oklahoma Press Pub. Co. seeking review of examiner's ruling denying motion for continuance of hearing, and for stay of the requirement for filing written statement requested in prehearing letter, in the proceeding involving petitioner's application and those of Tulsa Bcstg. Co. and Ashley L. Robison for new tv stations in Muskogee, Okla., on ch. 8. Action Feb. 5.

WGAL-TV Lancaster, Pa.—On motion of Com. Hennock, FCC reconsidered order of Jan. 28, granting the application of WGAL, Inc., for a construction permit to change site, increase power and antenna height, make equipment changes and for regular operation of station WGAL-TV, Lancaster, Pa., on ch. 8, and again granted same, with Com. Hennock issuing a dissenting statement and Com. Doerfer not voting. Action Feb. 4.

San Juan, P. R.—By memorandum opinion and order, denied petition by the Department of Education of Puerto Rico, filed Dec. 31, requesting reservation for non-commercial educational use of ch. 4 in lieu of ch. 6 at San Juan, and requesting issuance of show cause order to WAPA-TV (ch. 6) to effect the requested change. The denial is without prejudice to the filing of a petition for rule making to assign another tv channel to San Juan or Mayaguez. Action Feb. 4.

Proposal to Require Publication Withdrawn—By report and order, the Commission withdrew its notice of proposed rule making issued on July 3, and terminated this proceeding in the matter of amending its rules to (1) require tv applicants to publish notice of the filing of their applications, and (2) provide a cut-off on competing applications 30 days after the date of first publication. Comr. Doerfer not voting. Action Feb. 4.

Tv Allocation—Vhf ch. 6 to Bluefield, W. Va.—By report and order, the Commission (1) rescinded action in report and order of Oct. 22, only insofar as it granted the proposal of Robert R. Thomas, Jr., for assignment of ch. 4 to Fayetteville, W. Va.; (2) granted the proposal of Daily Telegraph Printing Co. for assignment of ch. 6 to Bluefield, W. Va., and denied proposal of High Point Enterprise Inc., for ch. 6 in High Point, N. C. The amended table of assignments, which becomes effective 30 days after publication in the *Federal Register*, will read: Beckley, W. Va., chs. 4, 21, 68; Bluefield, W. Va., chs. 6 minus and 41 plus. Comrs. Sterling and Hennock dissented; Comr. Webster not voting. Action Feb. 4.

Tv Allocation—Head of the Lakes petition denied. FCC by memorandum opinion and order, denied petition for reconsideration and supplement thereto, both filed Dec. 17, by the Head of the Lakes Bcstg. Co., requesting reconsideration of Commission action taken on Nov. 27, which amended the Table of Tv Assignments by making various channel changes in the Minnesota-Michigan area. Comr. Doerfer dissented. Action Feb. 10.

Tv Allocation—On petition filed Dec. 28, by KALE Richland, Wash., the Commission proposed rule making to delete ch. 3 minus from Lewiston, Idaho, and substitute therefore chs. 32 plus and 42, and assign ch. 3 minus to Richland, Wash. Comments may be filed on or before March 15, 1954. Action Feb. 10.

Tv Allocation—Uhf ch. 72 to Baltimore. By report and order, the Commission finalized proposed rule making of Dec. 21, and amended the tv channel assignments for Maryland by assigning ch. 72 minus in place of 60 to Baltimore, effective immediately. In view of this change, the outstanding authorization of WITH-TV is

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modified, effective immediately, to specify operation on ch. 72 in place of ch. 60. Action Feb. 4.

Las Vegas, Nev.—Vhf ch. 13 proceeding. FCC scheduled for hearing on March 5 competitive bids of Desert Tv Co. and Western Tv Co. for new tv stations on vhf ch. 13; denied request of Desert for extension of time to reply to 309 (b) letter. Action Feb. 4.

Routine Roundup . . .

February 1 Applications

ACCEPTED FOR FILING

License for CP

KBLO Hot Springs, Ark., National Park Bcstg. Co., a partnership composed of Herman H. Woomack Jr. and Robert S. Bieloh—License to cover construction permit (BP-8181) as modified which authorized new standard broadcast station. Amended to change name of applicant to National Park Bcstg. Co., a partnership composed of Robert S. Bieloh and J. W. Bowie Meredith (BL-4900).

WWPF Palatka, Fla., J. E. Massey and L. C. McCall d/b as Palatka Bcstg. Co.—License to cover construction permit (BP-8740) which authorized change frequency; increase power; change hours of operation; install new transmitter and directional antenna for night use, make changes in the antenna system and change transmitter location (coordinates only) (BL-5206).

KJEF Jennings, La., Jennings Bcstg. Co.—License to cover construction permit (BMP-5313) as modified which authorized change in hours of operation and installation of directional antenna for night use only (BL-5205).

KALM Thayer, Mo., Robert F. Neathery—License to cover construction permit (BMP-6173) which authorized new standard broadcast station (BL-5196).

WFMJ Youngstown, Ohio, The WFMJ Bcstg. Co.—License for an auxiliary transmitter installed at 451 Boardman-Poland Road, Youngstown, Ohio (present location of main transmitter), to be operated on 1390 kc with power of 250 w employing directional antenna at night (BL-5208).

WHDM McKenzie, Tenn., The Tri-County Bcstg. Co.—License to cover construction permit (BP-8831) as modified which authorized new standard broadcast station (BL-5207).

Modification of License

KFWB Hollywood, Calif., Union Bcstg. Co. of Calif.—Modification of license to change name to KFWB Inc. (BML-1575).

Modification of CP

KFWB Hollywood, Calif., Union Bcstg. Co. of Calif.—Modification of construction permit (BP-8879) which authorized new transmitter as auxiliary transmitter to change name of applicant to KFWB Inc. (BMP-6424).

WKBV Richmond, Ind., Central Bcstg. Corp.—Modification of construction permit (BP-8618) as modified which authorized change transmitter and studio location and install new antenna system for extension of completion date (BMP-6423).

WAUG-FM Augusta, Ga., Melvin H. Purvis, Chester H. Jones, George C. Nicholson, a partnership d/b as Garden City Bcstg. Co.—Modification of construction permit (BPH-1723) as modified which authorized new fm station for extension of completion date (BMPH-4894).

WJLM-TV Birmingham, Ala., Johnston Bcstg. Co.—Mod. of CP (BPCT-1335) as mod., which authorized new tv station to extend completion date from 2/10/54 (BMPCT-1806).

KBIE-TV Sacramento, Calif., John H. Poole, tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1007) which authorized new tv station for extension of completion date to 8/15/54 (BMPCT-1802).

WPFA-TV Pensacola, Fla., WPFA-TV—Mod. of CP (BPCT-1187) as mod., which authorized new tv station for extension of completion date to 8/2/54 (BMPCT-1805).

KCTV Sioux City, Iowa, Great Plains Tv Properties of Iowa Inc.—Mod. of CP (BPCT-1189) as mod., which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1801).

KCJB-TV Minot, N. D., North Dakota Bcstg. Co.—Mod. of CP (BPCT-1333) as mod., which authorized new tv station for extension of completion date to 3/1/54 (BMPCT-1803).

WSLS-TV Roanoke, Va., Shenandoah Life Stations Inc.—Mod. of CP (BPCT-855) as mod., which authorized new tv station for extension of completion date to 4/1/54 (BMPCT-1804).

WNOK-TV Columbia, S. C., Palmetto Radio Corp.—Mod. of CP (BPCT-764) as mod., which authorized new tv station for extension of completion date to 8/28/54 (BMPCT-1800).

KRMA-TV Denver, Colo., School District #1 in the city and county of Denver and state of Colo.—Mod. of CP (BPET-30) which authorized new non-commercial edu. tv station for extension of completion date to 12/24/54 (BMPET-24).

KRGA Springfield, Ore., W. Gordon Allen—Modification of construction permit (BP-8910) which authorized new standard broadcast station for approval of antenna, transmitter location; specify studio location and change type transmitter (BMP-6421).

WEMR Emporium, Pa., Kenneth E. Rennekamp tr/as Elk-Cameron Bcstg. Co.—Modification of construction permit (BP-8265) as modified, which

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authorized new standard broadcast station for extension of completion date (BMP-6422).

WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.—Construction permit to install new transmitter (BP-9155).

KLZ-TV Denver Colo., Aladdin Radio and Tv Inc.—Mod. of CP (BPCT-426) as mod., which authorized new tv station for extension of completion date to 7/1/54 (BMPCT-1792).

KLIX-TV Twin Falls, Idaho, Southern Idaho Bcstg. and Tv Co.—Mod. of CP (BPCT-1292) as mod., which authorized new tv station for extension of completion date to 8/18/54 (BMPCT-1796).

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. of CP (BPCT-789) as mod., which authorized new tv station for extension of completion date to 10/1/54 (BMPCT-1795).

WHB-TV Kansas City, Mo., WHB Bcstg. Co.—Mod. of CP (BPCT-316) as mod., which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1791).

KOAT-TV Albuquerque, N. M., Alvarado Tv Co.—Mod. of CP (BPCT-721) which authorized new tv station for extension of completion date to 7/1/54 (BMPCT-1793).

CP

WELO Tupelo, Miss., Birney Imes Jr.—Construction permit to change frequency from 1490 kc to 580 kc; increase power from 250 w to 500 w, night; 1 kw day; install new transmitter and directional antenna and change transmitter location. Amended to change name of applicant to Tupelo Bcstg. Co. (BP-8939).

KOPR Butte, Mont., Copper Bcstg. Co.—Construction permit to increase daytime power from 1 kw to 5 w and install new transmitter (BP-9151).

WHAZ Troy, N. Y., Rensselaer Polytechnic Institute—Construction permit to install new transmitter (BP-9156).

WOOF Dothan, Ala., Agnes W. Dowling, Trustee of the WOOF Trust—Construction permit to mount tv antenna on top of am tower. (Increase height.) Contingent on grant of tv application (BP-9154).

WKWF Key West, Fla., John M. Spottswood—Construction permit to install new transmitter (BP-9157).

Renewal of License

KSDO San Diego, Calif., San Diego Bcstg. Co. (BR-1777); WALT Tampa, Fla., W. Walter Tison tr/as Tampa Bcstg. Co. (BR-1365); WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc. (BR-1985); WOKZ Alton, Ill., Edward N. Palen (BR-2027); WLDS Jacksonville, Ill., Jacksonville Radio and Tv Bcstg. Corp. (BR-1177); WFRL Freeport, Ill., Freeport Bcstg. Co. (BR-1786); WTNS Coshocton, Ohio, Coshocton Bcstg. Co. (BR-1799); WPGH Pittsburgh, Pa., Pittsburgh Bcstg. Co. (BR-1814); KSOO Sioux Falls, S. D., Sioux Falls Bcst. Assn. Inc. (BR-650); KIXL Dallas, Tex., Variety Bcstg. Co. (BR-1738); WWVA Wheeling, W. Va., Storer Bcstg. Co. (BR-379).

APPLICATION RETURNED

CP For New Am

Charles W. Bullimore, Washington, Kan., (PO Morrowville, Kan.)—Construction permit for a new standard broadcast station to be operated on 1270 kc with power of 500 w and daytime hours of operation. (Application returned as incomplete.)

February 2 Decisions

BROADCAST ACTIONS

McFarland Letter

Broadcast House Inc., East St. Louis, Ill.—Is being advised that applications (BPCT-1835) for new tv station on ch. 11 indicates necessity of a hearing.

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Jan. 29

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WENS Pittsburgh, Pa., to 8-9-54; WPMT Portland, Me., to 8-15-54; WPTR-TV Albany, N. Y., to 8-1-54; KCJB-TV Minot, N. D., to 8-1-54.

Actions of Jan. 28

Granted CP

KNOW Austin, Tex., Pioneer Bcstg. Co.—Granted CP to install a new transmitter (BP-9117).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WDAK Columbus, Ga.; KDIX Dickinson, N. D.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WTVO Rockford, Ill., to 8-24-54; WTOK-TV Meridian, Miss., to 8-3-54; WNAO-TV Raleigh, N. C., to 7-30-54; KOPO-TV Tucson, Ariz., to 8-1-54; KMBC-TV Kansas City, Mo., to 8-24-54; KIDO-TV Boise, Idaho, to 8-23-54; WRNY-TV Rochester, N. Y., to 8-1-54; WINK-TV Fort Myers, Fla., to 8-11-54; WOKY-TV Milwaukee, Wis., to 8-3-54; WTVU Scranton, Pa., to 7-29-54.

Actions of Jan. 27

Granted License

WVAM-FM Altoona, Pa., General Bcstg. Corp.—Granted license for fm broadcast station: ch. 261 (100.1 mc), 360 w, U (BLH-945).

Mod. of License

WAUX Waukesha, Wis., WAUK Bcstg. Co.—Granted mod. of license to change name to Waukesha Bcstg. Co. (BML-1553).

WTSA Brattleboro, Vt., Granite State Bcstg. Corp.—Granted mod. of license to change name to Tri-State Area Broadcasting Corp. (BML-1574).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WKXV Knoxville, Tenn.; WHDM McKenzie, Tenn.

Modification of CP

WBRO Waynesboro, Ga., Burke County Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter and studio locations and change type transmitter (BMP-6386).

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WHAM-TV Rochester, N. Y., to 9-1-54; KSBW-TV Salinas, Calif., to 8-26-54; KMID-TV Midland, Tex., to 9-1-54; KMIV Miami, Okla., to 6-22-54.

Actions of Jan. 26

Granted CP

WACO Waco, Tex., Frontier Bcstg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of main transmitter, to be operated on 1460 kc. 250 w. employing non-directional antenna (BP-9134).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown: KTHE Los Angeles, Calif., to 7-28-54; WKAR-TV East Lansing, Mich., to 8-15-54; WLBR-TV Lebanon, Pa., to 8-26-54; WELI-TV New Haven, Conn., to 8-24-54; WMT-TV Cedar Rapids, Iowa, to 8-8-54; WJBK-FM Detroit, Mich., to 5-5-54.

Actions of Jan. 25

Remote Control

WKRM Columbia, Tenn., The Middle Tennessee Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WJIM-TV Lansing, Mich., to 7-18-54; WEAU-TV Eau Claire, Wis., to 8-25-54; KCEB Tulsa, Okla., to 7-1-54.

February 2 Applications

Accepted for Filing

Modification of License

KPLN Camden, Ark., D. R. James, Jr.—Modification of license to change name of applicant to D. R. James, Jr. tr/as Southern Bcstg. Co. (BML-1576).

License

WICC Bridgeport, Conn., The Bridgeport Bcstg. Co.—License to use formerly licensed main transmitter as auxiliary transmitter at present location of main transmitter on 600 kc with power of 500 w, night and 1 kw, day, for auxiliary purposes only (BL-5209).

Modification of License

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—Modification of construction permit (BP-8164) as modified, which authorized increase power; change hours of operation; install directional antenna for day and night use and install a new transmitter for extension of time (BMP-6427).

CP

WINZ Miami-Hollywood, Fla., Hollywood Bcstg. Co.—Construction permit to install the old main transmitter as auxiliary transmitter at the present location of main transmitter on 940 kc with power of 1 kw, employing directional antenna, for auxiliary purposes only (BP-9158).

License for CP

WHXY Bogalusa, La., Charles W. Holt and Dave A. Matison, Jr. d/b as Bogalusa Bcstg. Co.—License to cover construction permit (BP-8776) as modified which authorized new standard broadcast station (BL-5210).

CP

WPOR Portland, Me., Oliver Bcstg. Corp.—Construction permit to install new transmitter as auxiliary transmitter at present location of main transmitter on 1490 kc with power of 250 w for auxiliary purposes only (BP-9164).

Modification of CP

WCAR Pontiac, Mich., WCAR Inc.—Modification of construction permit (BP-8219) as modified, which authorized installation of new vertical antenna and to mount the fm antenna on top of am tower for extension of completion date (BMP-6426).

Remote Control

KLIK Jefferson City, Mo., Empire Bcstg. Co. (BRC-301); WAPA San Juan, P. R., Jose Ramon Quinones (BRC-300).

Renewal of License

WJJJ Montgomery, Ala., Southern Bcstg. Co. (BR-2178); KCVR Lodi, Calif., Herbert W. Brown and David A. Brown d/b as Central Valley Radio (BR-1278); KLMO Longmont, Colo., Longmont Bcstg. Co. (BR-2369); WEAS Decatur, Ga., WEAS Inc. (BR-1583); WSFT Thomaston, Ga., Thomaston Bcstg. Co. (BR-1684); WCNB Connersville, Ind., News-Examiner Co. (BR-2135); WLRP New Albany, Ind., Ohio Valley Bcstg. Inc. (BR-2278); WHO Des Moines, Iowa, Central Bcstg. Co. (BR-518); KLKC Parsons, Kan., The Community Bcstg. Co. (BR-2155); WOAP Owosso, Mich., Owosso Bcstg. Co. (BR-1859); WDGY Minneapolis, Minn., Twin Cities Bcstg. Corp. (BR-669); WFEA Manchester, N. H., N. H. Bcstg. Inc. (BR-828); WCKY Cincinnati, Ohio, L. B. Wilson Inc. (BR-762); KWCO Chickasha, Okla., Jack L. Pink tr/as Washita Valley Bcstg. Co. (BR-1389); KRWC Forest Grove, Ore., Irving V. Schmidtke (BR-2560); KIHR Hood River, Ore., C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs. Amended to change name to C. H. Fisher tr/as Oregon-Washington Bcstrs. (BR-2588); KWJJ Portland, Ore., Rodney F. Johnson (BR-87); WLAC Nashville, Tenn., WLAC Inc. (BR-482); KCLE Cleburne, Tex., Marti Inc. (BR-1530); KGAF Gainesville, Tex., Gainesville Bcstg. Co. (BR-1756).

Modification of CP

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP as mod., (BPCT-1561) as mod., which authorized installation of auxiliary antenna for extension of completion date to 8/17/54 (BMPCT-1818).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1468) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 8/28/54 (BMPCT-1817).

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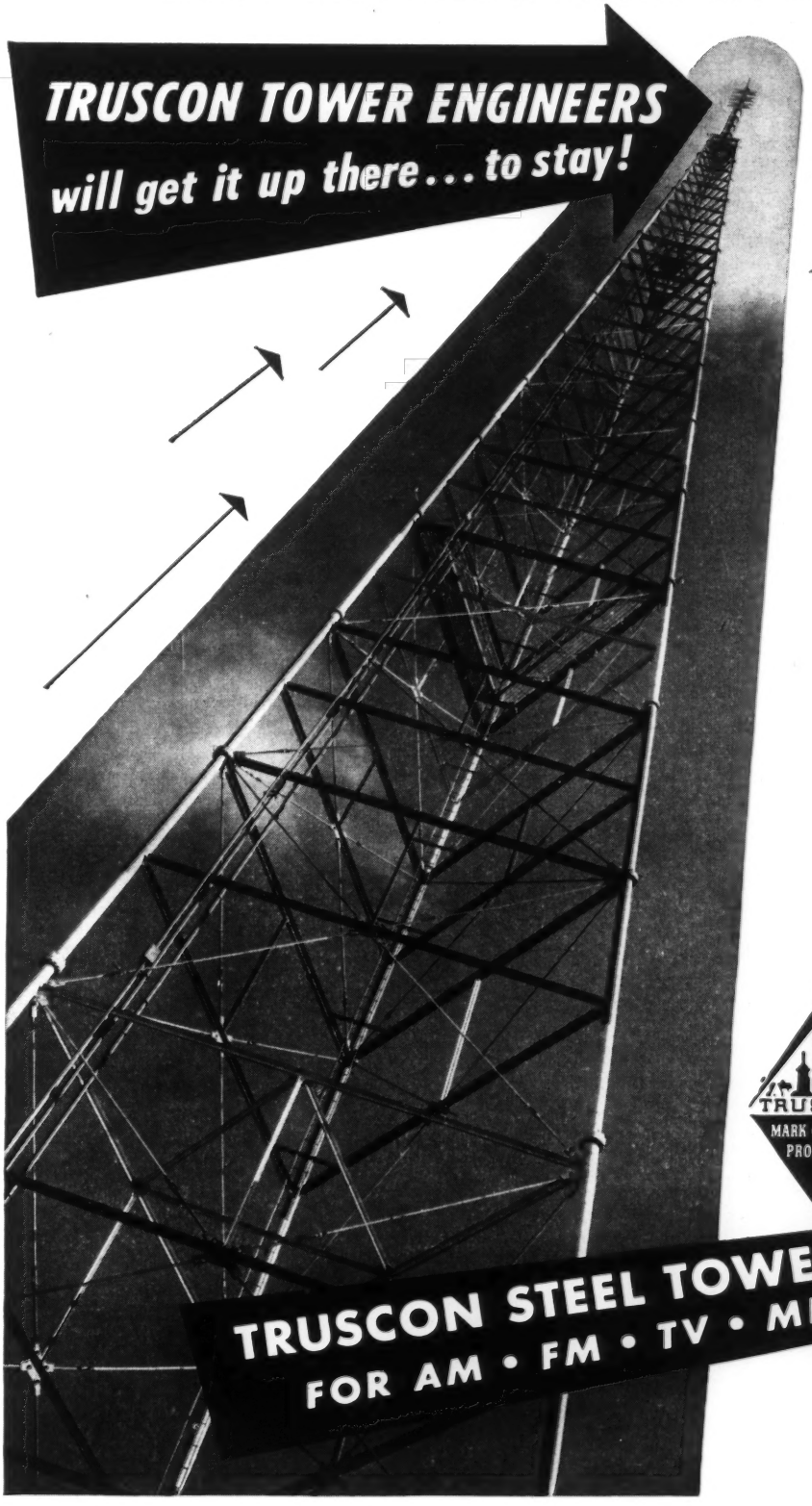

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WKNB-TV West Hartford, Conn., The New Britain Bcstg. Co.—Mod. of CP (BPCT-870) as mod., which authorized new tv station for extension of completion date to 5/31/54 (BMPCT-1819).

WROM-TV Rome, Ga., WROM-TV—Mod. of CP (BPCT-1319) as mod., which authorized new tv station to extend completion date from 2/9/54 (BMPCT-1813).

KTAG-TV Lake Charles, La., KTAG-TV Inc.—Mod. of CP (BPCT-1408) as mod., which authorized new tv station for extension of completion date of 6/17/54 (BMPCT-1809).

WICS Springfield, Ill., Plains Tv Corp.—Mod. of CP (BPCT-1101) as mod., which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1820).

KOOK-TV Nr. Billings, Mont., The Montana Network—Mod. of CP (BPCT-1486) as mod., which authorized new tv station for extension of completion date to 10/4/54 (BMPCT-1812).

WRTV Asbury Park, N. J., Atlantic Video Corp.—Mod. of CP (BPCT-1213) as mod., which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1815).

WRGB Schenectady, N. Y., General Electric Co.—Mod. of CP (BPCT-1047) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 3/8/54 (BMPCT-1816).

KFYR-TV Bismarck, N. D., Meyer Bcstg. Co.—Mod. of CP (BPCT-1516) as mod., which authorized new tv station for extension of completion date to 7/1/54 (BMPCT-1821).

WCMB-TV Harrisburg, Pa., Rossmoyne Corp.—Mod. of CP (BPCT-966) as mod., which authorized a new tv station for extension of completion date to 8/23/54 (BMPCT-1810).

WNET Providence, R. I., Channel 16, of R. I. Inc.—Mod. of CP (BPCT-1597) as mod. which authorized new tv station for extension of completion date to 3/1/54 (BMPCT-1814).

WACA-TV Nr. Camden, S. C., Camden Bcstg. Corp.—Mod. of CP (BPCT-1544) which authorized new tv station for extension of completion date to 8/3/54 (BMPCT-1811).

Remote Control

KBTM Jonesboro, Ark., Harold E. King and Helen W. King, d/b as Regional Bcstg. Co. (BRC-296); WNEX Macon, Ga., Macon Bcstg. Co. (BRC-299); WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc. (BRC-298); WGSW Greenwood, S. C., Radio Greenwood Inc. (BRC-295); KVET Austin, Tex., Austin Bcstg. Co. (BRC-297).

Renewal of License

WROX Clarksdale, Miss., Birney Imes, Jr.—Amended to change name of applicant to Mrs. Eunice T. Imes (BR-1196).

WTOK Meridian, Miss., Meridian Bcstg. Co.—Amended to change name to Southern Tv Corp. (BR-1521).

Application Returned

KIMA Yakima, Wash., Cascade Bcstg. Co.—License to cover construction permit (BP-8704) as modified which authorized increase in power, installation of new transmitter and directional antenna for night use and make changes in the antenna system. (Returned; Section II dated after Section I, and signed by chief engineer.)

Modification of CP

WKNX-TV Saginaw, Mich., Lake Huron Bcstg. Corp.—Mod. of CP (BPCT-1200) as mod., which authorized new tv station for extension of completion date to 5/2/54 (BMPCT-1807).

February 3 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Seattle, Wash.—KXA Inc. & Puget Sound Bcstg. Co. Granted joint petition for extension of time to and including Feb. 3, within which to file their appeal from ruling of the examiner in re their applications for ch. 7.

Tampa, Fla.—Tampa Times Co. Granted petition for extension of time to and including March 6, within which to file its reply brief to exceptions filed to the initial decision re proceeding for ch. 13.

Cheboygan, Mich.—Straits Bcstg. Co. Granted petition to amend its application to make changes in type number of frequency and modulation monitors; change transmitter, and to make corrections in coverage data.

By Hearing Examiner Harold L. Schilz

Buffalo, N. Y.—Niagara Frontier Amusement Corp. Rescheduled hearing in proceeding re ch. 2 from Feb. 2 to Feb. 3.

By Hearing Examiner Claire W. Hardy

Fort Worth, Texas.—O. B. English, d/b as Radio Communications Co. Granted petition to amend his application for one-way signaling station, to change location of base transmitter in Ft. Worth, and change rate proposed for service to $10.00 per month per pocket receiver.

By Hearing Examiner Fanney N. Litvin

The Travelers Bcstg. Service, Corp., Hartford, Conn.—By memorandum opinion and order denied petition of Travelers to enlarge the issues re proceedings in Dockets 8621 and 10699 for ch. 3.

By Hearing Examiner Claire W. Hardy

Issued an order governing conference in re applications of Petersburg Television Corp. and Southside, Va. Telecasting Corp., for ch. 8 in Petersburg, Va.; ordered that exhibits shall be exchanged between applicants on Feb. 1, and the taking of testimony shall commence on Feb. 8 (Dockets 10737-10738).

By Hearing Examiner Basil P. Cooper

South Bend Bcstg. Corp., South Bend, Ind.; Michiana Telecasting Corp., Notre Dame, Ind.—Issued the first order controlling conduct of hearing re applications for ch. 46 (Docket 10534-35); exhibits to be exchanged on or before Feb. 15.

Chief Broadcast Bureau—Granted petition for continuance of further hearing re applications of Calif. Inland Bcstg. Co. and KARM, for ch. 12 in Fresno, Calif., from Jan. 25 to Feb. 8, and ordered that the date for filing proposed findings is changed from Feb. 15 to March 8 (Dockets 9050 and 10650).

By Hearing Examiner Charles J. Frederick

Beachview Bcstg. Corp., Norfolk, Va.; Portsmouth Radio Corp., Portsmouth, Va.—Scheduled February 23 as the date for taking testimony in re applications for ch. 10 (Dockets 10800-01). (Action taken 2/1/54.)

Southern Bcstg. Co., Charleston Bcstg. Co., Charleston, S. C.—Gave notice of prehearing conference in re applications for ch. 2, to begin Feb. 10. (Dockets 10859-60). (Action taken 1/29/54.)

By Hearing Examiner Harold L. Schilz

Niagara Frontier Amusement Corp., Buffalo, N. Y.—Ordered hearing resumed on Feb. 2 in re application for ch. 2 (Docket 10804).

By Hearing Examiner Millard F. French

Issued an order amending order of Jan. 22, 1954, by striking out the words "required by Commission Order" in the sixth line of the original order in re applications of Tulsa Bcstg. Co., et al, applicants for ch. 8 in Muskogee, Okla. (Docket 10836 et al).

By Hearing Examiner John B. Poindexter

Greater Huntington Radio Corp., The Ashland Bcstg. Co., Huntington Bcstg. Corp., Huntington, W. Va.—Gave notice of prehearing conference to begin Feb. 2, in re applications for ch. 13 (Dockets 10863 et al), (Action taken 1/29/54). Also granted petition of Huntington Bcstg. Corp. for extension of time from Feb. 4 to Feb. 8 in which to file supplementary information required by the rules. (Action taken 2/1/54.)

TV BROADCAST ACTIONS

McFarland Letters

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—Is being advised that its application for extension of time to complete construction of station to operate on ch. 42 cannot be granted on the basis of present showing. Comr. Hennock absent.

Robert F. Neathery, West Plains, Mo.—Is being advised that his application (BPCT-1396) for a new tv station on ch. 20 indicates necessity of a hearing.

BROADCAST ACTIONS

Renewal of License

The following fm stations were granted renewal of licenses on a regular basis:

KBOA-FM Kennett, Mo.; KMYC-FM Marysville, Calif.; KVME (FM) Merced, Calif.; KWNO-FM Winona, Minn.; WAKR-FM Akron, Ohio; WBRI (FM) Detroit, Mich.; WBRL (FM) Baton Rouge, La.; WCLO-FM Janesville, Wis.; WCOD (FM) Richmond, Va.; WDWS-FM Champaign, Ill.; WEBQ-FM Harrisburg, Ill.; WEFM (FM) Chicago, Ill.; WERE-FM Cleveland, Ohio; WFMR (FM) New Bedford, Mass.; WGFM (FM) Schenectady, N. Y.

February 4 Applications

ACCEPTED FOR FILING

License for CP

KSLV Monte Vista, Colo. — San Luis Valley Bcstg. Co. License to cover construction permit (BP-8875 as modified) which authorized new standard broadcast station and specify studio location (BL-5213).

WMOC Covington, Ga.—The Covington News Inc. License to cover construction permit (BP-8228) which authorized changes in frequency, increase in power, change in hours of operation from unlimited to daytime and installation of new transmitter. Amended to change name to Georgia Bcstg. Service Inc. (BL-4818).

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Renewal of License

WATM Atmore, Ala., Tom C. Miniard and Grady L. Ingram d/b as Southland Bcstg. Co. (BR-2412); WVCG Coral Gables, Fla., Peninsular Bcstg. Corp. (BR-1929); WSIV Pekin, Ill., Pekin Bcstg. Co. (BR-1257); WBSM New Bedford, Mass., Bay State Bcstg. Co. (BR-2606); WHIN Gallatin, Tenn., Sumner County Bcstg. Co. (BR-2157); WDEV Waterbury, Vt., Lloyd E. Squier (BR-799).

Applications Returned

KOKO Warrensburg, Mo.—Clinton Bcstg. Co. Voluntary relinquishment of positive control of permittee corporation by David M. Segal through transfer of 1 share of stock to Lee E. Baker and Jeanne F. Baker. Not signed correctly.

Abilene, Texas—Rex R. Brown, B. C. Dyess and Ed Holmes d/b as Abilene Bcstg. Co. Construction permit for new standard broadcast station on 1280 kc, 1 kw daytime. Site not specified.

Muleshoe, Texas—B. C. Dyess, Ed Holmes and R. I. McLeroy d/b as Muleshoe Bcstg. Co. Construction permit for new standard broadcast station on 1050 kc, 250 w, daytime. Contingent on grant of BP-9023, Station KLEA. Site not specified.

Extension of Completion Date

WCAR-FM Pontiac, Mich.—WCAR Inc. Modification of construction permit (BPH-538 as modified) for extension of completion date (BMPH-4895).

Modification of CP

WITV Hallendale, Fla.—Gerico Investment Co. Mod. of CP (BPCT-994) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1823).

WTRF-TV Wheeling, W. Va.—Tri-City Bcstg. Co. Mod. of CP (BPCT-437) as mod., which authorized new tv station for extension of completion date to 8-19-54 (BMPCT-1825).

License for CP

WPTZ Philadelphia, Pa.—Westinghouse Bcstg. Co. License to cover CP (BPCT-1717), which authorized changes in facilities of existing tv station (BLCT-177).

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. License to cover CP (BPCT-645) as mod., which authorized new tv station (BLCT-178).

February 5 Decisions

ACTIONS ON MOTIONS

By Commission En Banc

Maritime Mobile Amateur Club—Denied petition for postponement of the oral argument scheduled for Feb. 8 in re Docket 10501, in the matter of Amendment of Sec. 12.91(b) of the Rules.

By Hearing Examiner John B. Poindexter

Huntington, W. Va.—The Ashland Broadcast Co. Ordered that Section V-C of FCC Form 301 attached to its petition for leave to amend filed on Jan. 21 be substituted for the like numbered section filed with the amendment of Dec. 14, 1953, so as to correct predicted signal strength of proposed tv station (Docket 10864).

Anchorage, Alaska—Arctic Radio Telephone Co. On motion of the Safety and Special Radio Services Bureau, ordered continuance of hearings scheduled for Feb. 8 to April 5, in re revocation of license and Show Cause Order re Aeronautical stations (Docket 10735 and 10734).

By Hearing Examiner Millard F. French

Springfield, Ill.—Sangamon Valley Tv Corp., WMAY-TV Inc. Issued memorandum opinion and order after hearing conference setting forth statements and agreements which shall govern the subsequent course of hearing re applications for ch. 2 (Dockets 10701-03) unless modified in accordance with applicable procedure.

By Hearing Examiner William G. Butts

Mansfield, Ohio—Mansfield Journal Co. Dismissed as moot the petition filed Jan. 27 to enlarge the issues in re application of Fergum Theatres Inc. (Docket 10792), re ch. 36. (Action taken 2/3.)

Detroit, Mich.—Booth Radio & Tv Stations Inc., Woodward Bcstg. Co. Granted petition of Booth requesting postponement of further hearing now scheduled for Feb. 12 to Feb. 23, re ch. 50 (Dockets 10660-61). (Action of 2/2.)

By Hearing Examiner Elizabeth C. Smith

KSGM Ste. Genevieve, Mo.—Donze Enterprises Inc. Granted petition for leave to amend its application (Docket 10505; BP-8488), to show operation using its presently licensed DA during early morning hours and until 1 hour after sunrise and after sunset at Ste. Genevieve, and operation non-DA with 500 watts during all other hours; application as amended removed from hearing docket.

By Hearing Examiner Claire W. Hardy

Memphis, Tenn.—WREC Bcstg. Service, WMPS Inc. Ordered that the taking of testimony in re applications for ch. 3 (Docket 10761-62) shall commence Feb. 23, 1954, and issued an order that will control the subsequent course of hearing herein unless modified in accordance with applicable procedure.

By Hearing Examiner H. Gifford Irion

Jacksonville, Fla.—Buccaneer Line Inc. Continued indefinitely the hearing scheduled for Feb. 5 in re Docket 10376, pending action on motion to dismiss application without prejudice.

By Hearing Examiner James D. Cunningham

Gave notice of a pre-hearing conference to begin Feb. 10 in re applications of Biscayne Tv Corp., et al., applicants for ch. 7 in Miami, Fla. (Dockets 10854-58).

By Hearing Examiner Harold L. Schilz

Ordered that the Chief of the Broadcast Bureau notify the Examiner in writing on or before Feb. 9 as to whether he will file Proposed Findings or a document entitled "Statement of Policy" in re application of Niagara Frontier Amusement Corp., for ch. 2 in Buffalo, N. Y. (Docket 10804), hearing on which was concluded Feb. 3; further ordered if the Chief, Broadcast Bureau, elects to file proposed findings, then both parties in this matter shall have until Feb. 23 to file their respective proposed findings; but if the Chief, Broadcast Bureau, elects to file a "Statement of Policy" then the applicant herein shall be required to and will file its proposed findings on Feb. 10; further ordered that applicant shall file notice of corrections to the record on whichever date it is required to file proposed findings as may be determined by action to be taken by the Commission's Broadcast Bureau under the provisions above recited.

By Hearing Examiner Herbert Sharfman

Upon concurrence of all counsel, the further hearing in re applications of South Central Bcstg. Corp., et al. for ch. 7 in Evansville, Ind. (Dockets 10461 et al.) now scheduled for Feb. 8 was continued to Feb. 9, when Evansville Tv Inc., will offer testimony of two witnesses, and hearing will then be adjourned until Feb. 15, whereupon South Central will resume presentation of its case.

February 8 Applications

ACCEPTED FOR FILING

Extension of SSA

KOB Albuquerque, N. M.—Albuquerque Bcstg. Co. Extension of SSA to operate on 770 kc, 25 kw night and 50 kw daytime, unlimited hours, using transmitter authorized under CP (BP-2783), as modified for period ending with regular license or until final decision in Dockets 6584 & 6585.

Modification of CP

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg, Fla. Mod. of CP (BPCT-665) as mod., which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-1827).

WOBS-TV Jacksonville, Fla.—Southern Radio and Equipment Co. Mod. of CP (BPCT-1391) which authorized new tv station for extension of completion date to 8-12-54 (BMPCT-1828).

KDRO-TV, Sedalia, Mo. — Milton J. Hinlein. Mod. of CP (BPCT-1550) as mod., which authorized new tv station, for extension of completion date to 6-8-54 (BMPCT-1832).

WSYR-TV Syracuse, N. Y.—Central New York Bcstg. Corp. Mod. of CP (BPCT-940) as mod., which authorized changes in facilities of existing tv station, for extension of completion date to 6-1-54 (BMPCT-1826).

License for CP

WKST-TV New Castle, Pa.—WKST Inc. License to cover CP (BPCT-985) as mod., which authorized new tv station (BLCT-179).

February 9 Decisions

BROADCAST ACTIONS

Actions of Feb. 5

Granted License

KYAK Yakima, Wash., Yakima Bcstg. Corp.—Granted license covering change of facilities and installation of new transmitter and directional antenna for night use only; conditions; 1390 kc, 500 w, 1 kw-LS, DA-N-U (BL-5187).

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Granted license covering increase in power except in critical hours defined in proposed

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agreement with Canada, and install new transmitter; 860 kc, 5 kw-10 kw, D (BL-5200).

WRRR Rockford, Ill., Rock River Bcstg. Co.—Granted license for am broadcast station, and specify studio location; 1330 kc, 1 kw, D; condition (BL-5194).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WACR Columbus, Miss.; WMBC Macon, Miss.

Modification of License

KFWB Hollywood, Calif., Union Bcstg. Corp. of Calif.—Granted mod. of license (BML-1575) and mod. of CP (BP-8879) which auth. new transmitter as an auxiliary transmitter (BMP-6424) to change name to KFWB Inc.

KPLN Camden, Ark., D. R. James Jr.—Granted mod. of license to change name to Southern Bcstg. Co. (BML-1576).

Granted CP

WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.—Granted CP to install new transmitter (BP-9155).

WHAZ Troy, N. Y., Rensselaer Polytechnic Institute—Granted CP to install new transmitter (BP-9156).

WDLA Walton, N. Y., Delaware County Bcstg. Corp.—Granted CP to install new transmitter (BP-9143).

Modification of CP

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6306).

The following stations were granted mod. of CP's for extension of completion dates as shown:

WIFE Dayton, Ohio, to 8/4/54; WSYR-TV Syracuse, N. Y., to 8/28/54; WJEF-FM Grand Rapids, Mich., to 6/27/54; WEMR Emporium, Pa., to 3/20/54; WKBV Richmond, Ind., to 4/12/54.

Actions of Feb. 4

Remote Control

WGSW Greenwood, S. C., Radio Greenwood Inc.—Granted authority to operate transmitter by remote control.

New York, N. Y., American Broadcasting-Paramount Theatres Inc.—Granted authority to use its studios to obtain or produce television programs consisting of material broadcast in the U. S. over company facilities, to be transmitted or delivered by film or television recordings by air or railway express, to Television de Matamoros, S.A. for transmission over station XELD-TV Matamoros, Tamps, Mex., for the period Feb. 1, 1954, to Feb. 1, 1955.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WTRF-TV Wheeling, W. Va., to 8-19-54; WICS Springfield, Ill., to 8-24-54; KFYR-TV Bismarck, N. Dak., to 9-4-54; WITV Ft. Lauderdale, Fla., to 9-1-54; WRGB Schenectady, N. Y., to 8-8-54; WNHC-TV New Haven, Conn., to 8-28-54; KABC-TV Los Angeles, Calif., to 8-17-54.

Actions of Feb. 3

Remote Control

KNOW Austin, Tex., Pioneer Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WROM-TV Rome, Ga., to 8-9-54; WCMB-TV Harrisburg, Pa., to 8-23-54; KOOK-TV Billings, Mont., to 8-4-54; WETV Macon, Ga., to 9-3-54; KTAG-TV Lake Charles, La., to 8-17-54; WJLN-TV Birmingham, Ala., to 8-10-54; WJHP-TV Jacksonville, Fla., to 8/3/54 and change studio designation; WACA-TV Camden, S. C., to 8-3-54; KSCY Searcy, Ark., to 6-30-54; WINK Fort Myers, Fla., to 5-11-54.

Actions of Feb. 2

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KDET Center, Tex.; WELS Kinston, N. C.

CP

WDBO Orlando, Fla., Orlando Bcstg. Co.—Granted CP to change transmitter location (BP-9103).

KNXT Los Angeles, Calif., Columbia Bcstg. System Inc.—Granted CP to install auxiliary transmitter at main transmitter site to operate on ch. 2; Vis. 55.25 kw, Aur. 59.75 kw; ant. 2880 feet; completion date 10/2/54 (BPCT-1802).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WPFA-TV Pensacola, Fla., to 8/2/54; WKNX-TV Saginaw, Mich., to 8/2/54; WNET Providence, R. I., to 8/11/54; WRTV Asbury Park, N. J., to 8/1/54.

Actions of Feb. 1

CP

KSWM Joplin, Mo., Air-Time Inc.—Granted CP to mount tv antenna on top of new am tower and change type of transmitter and make changes in antenna system; conditions (BP-8532).

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. Co.—Granted CP to install auxiliary transmitters at main transmitter site to operate on ch. 8; ERP Vis. 44.4 kw, Aur. 22.2 kw (BPCT-1825) completion date 8/1/54.

WKWF Key West, Fla., John M. Spottswood—Granted CP to install a new transmitter (BP-9157).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WHB-TV Kansas City, Mo., to 8-24-54; WLBC-TV Muncie, Ind., to 9-1-54; KLIX-TV Twin Falls, Idaho, to 8-18-54; WSLS-TV Roanoke, Va., to 8-1-54; KRMA-TV Denver, Colo., to 9-1-54; KGBS-TV San Antonio, Tex., to 8-19-54; KBIE-TV Sacramento, Calif., to 8-15-54; WNOK-TV Columbia, S. C., to 8-28-54; WJTV Jackson, Miss., to 8-12-54; KFIF Fairbanks, Alaska, to 9-1-54; KHQ-TV Spokane, Wash., to 6-1-54; KCTV Sioux City, Iowa, to 8-1-54; WDHN New Brunswick, N. J., to 6-2-54; KOAT-TV Albuquerque, N. M., to 7-1-54; KLZ-TV Denver, Colo., to 7-1-54.

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Granted authority to operate transmitter by remote control; and Mod. of CP to change studio location and make changes in the antenna system (BMP-6388).

ACTIONS ON MOTIONS

By Hearing Examiner Charles J. Frederick

Scheduled hearing conference on Feb. 5 in re applications of Beachview Bcstg. Corp., Norfolk, Va. (Docket 10800) and Portsmouth Radio Corp., Portsmouth, Va. (Docket 10801), applicants for tv ch. 10, at which time and place oral argument on petitions of Portsmouth Radio Corp. may be heard. (Action of 2/2).

Issued an Order governing course of proceeding in re above applications, ordering that exhibits shall be exchanged by the parties and copies presented to Commission counsel on Feb. 15 (Dockets 10800-01). (Action of 2/4).

By Hearing Examiner Herbert Sharfman

Milwaukee Bcstg. Co., Milwaukee, Wis.—By memorandum opinion and order granted petition for leave to amend its application for tv ch. 12 (Docket 9015; BPCT-472), to correct Exhibit 4 to show that F. Van Konynenburg was a director of Ridson, Inc. on certain dates, and to reflect resignation of Herbert M. Bingham as asst. secretary of petitioner.

By Hearing Examiner William G. Butts

Mansfield Journal Co., Fergum Theatres, Inc., Mansfield, Ohio—Adopted an order governing course of hearing, which shall control actions unless modified in accordance with applicable procedures, in re applications for ch. 36 (Dockets 10791-92).

By Hearing Examiner Elizabeth C. Smith

The Times-Picayune Pub. Co., New Orleans, La.—Granted motion for continuance of further proceedings in re applications for ch. 4, and the hearing scheduled for Feb. 9 shall be resumed on Feb. 16, and points of reliance in writing shall be exchanged on Feb. 12 (Dockets 10795 et al.).

By Hearing Examiner Fanney N. Litvin

Southland Tv Co., Shreveport, La.—Granted petition for leave to amend its application (Docket 10522; BPCT-992), by deleting reference to Randolph A. Querbes et al. as officer and director, etc., and the record is reopened for the sole purpose of incorporating therein as part of said record without necessity of taking further evidence, and the record is thereupon closed.

By Hearing Examiner H. Gifford Irion

Continued further hearing in re applications of Superior Tv Inc., et al., for ch. 10 in Corpus Christi, Tex., from Feb. 10 to Feb. 17. (Dockets 10556 et al.)

February 9 Applications

ACCEPTED FOR FILING

Renewal of License

WNHC New Haven, Conn., The Elm City Bcstg. Corp. (BR-1205); WBT Charlotte, N. C., Jefferson Standard Bcstg. Co. (BR-458); KFDX Wichita Falls, Tex., Wichtex Radio and Television Co. (BR-1827).

Modification of CP

WIFE Dayton, Ohio, Skyland Bcstg. Corp.—Mod. of CP (BPCT-884) as mod., which authorized new tv station for extension of completion date to 6/4/54 (BMPCT-1833).

License for CP

KRLD-TV Dallas, Tex., KRLD Radio Corp.—License to cover CP (BPCT-748) as mod., which authorized changes in existing tv station (BLCT-180).

KING-TV Seattle, Wash., King Bcstg. Co.—License to cover CP (BPCT-732) as mod., which authorized changes in facilities of existing tv station (BLCT-176).

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—License to cover construction permit (BP-8709) as modified which authorized new standard broadcast station (BL-5211).

WCLB Camilla, Ga., Emerson W. Browne, Russell A. Browne, and Charles L. Browne Jr., d/b as Capel Bcstg. Co.—License to cover construction permit (BP-8680) as modified which authorized new standard broadcast station and change studio location (BL-5215).

KNCK Concordia, Kan., General Bcstg. Co.—License to cover construction permit (BP-8846) as modified which authorized new standard broadcast station (BL-5218).

KBOR Brownsville, Tex., Brownsville Bcstg. Co.—License to cover construction permit (BP-8881) which authorized changes in the nighttime directional antenna (BL-5219).

(Continued on page 117)

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Help Wanted

Announcers, salesmen, 1st engineers or any combination immediately. Midwest. Box 919A, B•T.

Complete staff for small Alabama station. Hard hitting indie operation. Tough market. Need top salesman-announcer. Need top combo man with first ticket. Good working and living conditions. Good pay with raises to right men. Permanent. Box 381C, B•T.

Managerial

Manager. Strong on sales. For good Kansas station. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Two-man daytime radio station in Texas Panhandle, 5 years old, making money, looking for steady fellow, preferably with first ticket, with versatile country experience who wants to try hand as manager. Character, hard work, average ability and desire to get ahead financially is what we want. No hurry but could start any time. Ownership changing. Write Albert Cooper, Shamrock, Texas, and arrange interview.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman. Have opening for aggressive experienced radio salesman, network station in important market. Box 718A B•T.

Aggressive sales producer wanted by established northern Illinois independent. Permanent position, good future for competent worker. Guaranteed monthly income $400. against 15 percent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Fast growing community, personal interview necessary. Give training, experience, age. Box 304C, B•T.

Salesman for independent up-state New York radio station. Large market area. Good opportunity to get in on ground floor of new operation. Knowledge of radio and sales helpful. Box 394C, B•T.

Space salesman with productive record in competitive market. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Midwest and eastern territories. Box 426C, B•T.

Salesman on 25 percent commission, 5000 watt station. WKNK, Muskegon, Mich.

Announcers

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Experienced announcer-DJ, sincere pitch, handle board, good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 154C, B•T.

Actor-DJ — amusing, fast-paced ad-lib patter, jolly, engaging. Character voices—"be-bopper," "life-of-the-party funster." Theatrical background. Ohio. Single. Box 349C, B•T.

Top morning combo with five years experience and 1st ticket. $90.00. for 44 hour week for good personality and pitch man. New York State independent. Send tape and background. Box 370C, B.T.

Reliable person for announcer. Experienced newsman particularly, expected to carry morning show, run board. Salary adequate and open for top man. Job-hoppers do not reply. Looking for man worth his salt. KFAL, Fulton, Mo.

Top morning DJ from major market. Send tape, rating photo, minimum guarantee. KGU, Honolulu.

Experienced combination man for NBC station, KWBW, Hutchinson, Kansas. Good hours and salary.

1 kilowatt independent with topflight staff has immediate opening for good announcer. Modern plant, good working conditions, congenial coworkers, stable financial picture. Will consider solid young announcer ready to move up. Send complete information and audition. WMIX, Mt. Vernon. Ill.

Help Wanted—(Cont'd)

Technical

Staff engineer for established midwest am and tv station. Major expansion program in progress. Prefer experienced man. Wage contract, automatic increases, other benefits. Send resume and starting minimum. Box 302C, B•T.

Immediate openings. First phone men. Am and fm. Experienced or inexperienced. Contact David Prozzo, LU 1292 IBEW, 212 South Jefferson, Peoria, Illinois.

Production-Programming, Others

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Opportunity to work into tv. Well paying position with regular salary increases. Three weeks paid vacation. Send samples, data, references to Box 99C, B•T.

Promotion manager—experienced, aggressive advertising and sales promotion manager needed by 50 kw clear channel network affiliate in major New England market. Send resume of background, references and recent photo to Box 383C, B•T.

Copy girl. Good air voice for recorded commercials and daily program. 40 miles from New York, WLNA, Peekskill, New York.

Television

Help Wanted

Ground floor opportunity. Midwest radio station commencing construction vhf tv station. Now seeking good experienced and reliable key staff personnel for the following jobs: Chief engineer, production manager-announcer, film and photo expert, copy chief, artist, news and sports announcer. This is not a big city deal. It is an opportunity to become an integral part of a good, medium market combination radio-television operation. Please include full information first letter and present salary status. Box 296C, B•T.

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Salesman for NBC (La.) regional, vhf tv CP, must have proven ability local and regional sales, some national contacts. Replies confidential. Detailed resume. Box 191C, B•T.

Immediate availability for an aggressive man looking for a good future in television. One tv station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 363C, B•T.

Needed immediately, experienced tv salesman. Must have previous tv experience. Write, wire or call WIRK-TV, West Palm Beach, Florida.

Announcers

Announcers (2) staff work, heavy news, for well established NBC affiliate, tv CP, must have commercial radio background. Send tape, recent photo, complete resume, references. Replies confidential. Box 190C B•T.

Announcers (3) for new television station, vhf in southeast on air shortly. Excellent opportunity. Send tape, recent photo, resume. References will be carefully checked. Box 139, Albany, Georgia.

Technical

Engineer for operation and maintenance of television station. Permanent position. Include experience and salary required in first letter. Chief Engineer, WJBF-TV, Augusta, Georgia.

Several tv engineers will be needed soon for permanent Houston operation of KGUL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room. WKZO-TV, Kalamazoo, Michigan.

Situations Wanted

Managerial

18 years radio administration experience. Available for sound general and/or commercial management. Now employed, south. Move necessary due imminent consolidation. Box 230C, B•T.

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, nationally respected. Box 316C, B•T.

Manager—commercial or station. Strong on sales and personnel relations. Combination radio and tv desired. Ability proven in Cincinnati market. Not interested in uhf unless in no vhf market. Possesses broadcasting's highest references. Box 395C, B•T.

Manager, available soon, 250 or 1000 watt affiliate or independent radio station. Seven years commercial experience, all phases. Family man, steady, reliable, age 29. Box 398C, B•T.

Have successful 9-year record, last three years managerial; am ready for bigger responsibilities. Family man, 36; strong on sales, administration, public relations. Let me tell you about it. Box 402C, B•T.

General manager, 21 years' experience all phases, desires move to greater opportunities. Excellent background. Box 413C, B•T.

Salesmen

Tv-radio salesman-sportscaster. Employed both. Ready for larger market. Box 295C, B•T.

Topnotch salesman, young, aggressive. Big league experience New York City, vicinity. Excellent agency contacts. Extremely successful! Seeks immediate change. Box 397C, B•T.

Announcers

Sportscaster, employed radio-television, college graduate, all sports, 25, married, will sell, immediate reply. Box 294C, B•T.

Sportscaster. 6 years experience, employed. City dropping baseball. Seeks year-round sports operation. Radio, radio-tv. Baseball necessary. Salary, talent. Box 338C, B•T.

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Announcer MC. Independent and network affiliate experience. Strong DJ. News and sports. College grad. 27. Box 343C, B•T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Take me out to the ball game! Sportscaster with 4 years experience—football, basketball, softball and hockey desires baseball play-by-play. Make a hit with sponsors and fans. Good enthusiastic voice that'll sell product, sport and self. College graduate. Presently employed sports-sales. Air-checks available. Make offer. Box 368C, B•T.

Experienced play-by-play and staff man. At present sports director at 5 kilowatt station. Desire good opportunity with reliable organization. College grad., married. Tape and resume on request. Box 371C, B•T.

Announcer, disc jockey and newscaster. One year experience. Desires location west or midwest. Box 374C, B•T.

Announcer, news, DJ, commercial, combo man, young, veteran, ambitious, light experience. Tape, resume on request, free to travel. Box 378C, B.T.

Play-by-play. 3½ years experience. Minor league baseball, and/or college football, basketball. Excellent sports background. Can deliver. College grad. Box 380C, B•T.

Announcer wants record program in one to 500,000 market. Currently doing same in smaller market. Basic plus talent. Box 385C, B•T.

Announcer: 1 year staff experience: strong on news and sports, all play-by-play, college graduate, control board. Box 389C, B•T.

Experienced all-round staff duties. Like music, news format. Personable DJ. Authoritative news. Selling commercials. Veteran. Prefer east. Box 390C, B•T.

Personality announcer; program director; news, sports specialist fourteen years. Available. Box 392C, B•T.

Sportscaster, now employed. Vet., college grad. 6 years' experience, H.S., college, professional. Knows music, special events, news. Available months notice. Write Box 399C, B•T.

Situations Wanted—(Cont'd)

Announcer—experienced tv, all phases am—programming and production, news specialty, prefer midwest. Box 400C, B•T.

Experienced staff announcer, excellent voice, strong commercials, news, deejay, employed. Box 404C, B•T.

Announcer, writer. Top-rated newscaster for 5 kw regional network affiliate in metropolitan market; attracts and holds sponsors with thorough, aggressive local news coverage, deep voice, sincere delivery. Knows music, sports, special events, public relations; writes copy that sells. Effective public speaker. Can develop tv news, help radio meet tv with music-news. Available months notice. College, 31, references. Box 405C, B•T.

Announcer—News, sports, DJ, control board. Can sell. Draft exempt. Disc and resume available. Box 406C, B•T.

Extremely versatile newsman. Five years am and three tv. Outstanding background. Box 407C, B•T.

Personable, versatile staffer. Southerner. Nine years radio, television. Strong news. Box 408C, B•T.

Very pleasant voice. Some experience newscasting, DJ. Prefer within 500 miles of New York City. Top references. Box 411C, B•T.

Alert announcer, light experience, recent radio broadcasting school graduate. Commercial voice. Good DJ, news, sports, control board. Third class ticket. Disc, tape. Draft exempt. Single, available now. Box 412C, B•T.

Experienced announcer, free lance, live, network, spots for national agency, desires permanent position. 2 years announcing experience, plus acting. AB Dartmouth, MA North Carolina State. Married, veteran. Box 420C, B•T.

Announcer, news, commercial, DJ, combo man, veteran, light experience. Free to travel. Tape available on request. Box 422C, B•T.

First phone—two years experience includes 250 watt, 500 watt am and 1000 watt fm. Seeks position in Miami or vicinity. Box 423C, B•T.

Ambition—ability, initiative and experience is what this versatile announcer-DJ has to offer, plus excellent news and commercial delivery; thorough knowledge of music. Best references, college, married. Seeking permanent position with progressive organization. Tape and resume. Box 425C, B•T.

Young negro personality. Announcer, newscaster, DJ, Good ad-libber, experience light. Travel good opportunity. Excellent references. Tape, resume. Robert Capers, 220 28th Ave., New York 26, N. Y. UN. 4-5690.

Announcer, 21, single, 10 months' experience with small station. Third class ticket. Write Lee-Roy Childress, Box 146, Mt. Airy, North Carolina.

Alert announcer. Light experience, strong DJ, news, sports, board. Single, third class ticket. Disc, tape available now. Dave Davis, 1002 Bruckner Blvd., Bronx 59, N. Y.

Colored DJ, jive, spirituals, some experience. Tape, references. Bob Evans, 107 Princeton, Hempstead, New York.

Announcer, station staff. Strong news, control board. Hillbilly features, smooth commercials. Experience limited. Reliable, hard worker. Tape, travel, resume. Normand Faucher, 30 Lincoln Ave., So. Norwalk, Conn.

Handicapped, good DJ, news, commercials, 13 years, board operator, 3rd ticket. Al Kimbrow, 1111 N. Monroe, Peoria, Ill. Phone 6-2151.

Announcer—one year radio experience, stage experience, all-round ability. Did Canal Zone baseball play-by-play. Single, vet., 27, ambitious, travel. Tom Knight, 451 S. Serrano, Los Angeles 5, Calif.

Announcer. All phases, 16 months radio and tv school, 2 years AFRS, board operation, tape, 24, married. Gladly travel. Available immediately. Bill Leal, 5870 Franklin Ave., Hollywood, Calif. HO. 4-8663.

Sportscaster, strong play-by-play, ad-lib sports. Baseball, basketball. Experience. Potential bright station, right references. Tape, resume. Edward Parker, 397 E. 41 Street, Paterson 4, N. J.

Situations Wanted—(Cont'd)

New announcers, board trained, handle tough commercial schedule, third tickets, all phases of staff work. $55 to start. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. ME. 8-5255.

Available immediately. 1¾ years commercial, 2 years non-commercial, operate board. Will travel. Larry Robitschek, 2308 Logan, Mount Vernon, Ill.

Man with pleasant voice, single, 26, desires permanent position. Third class license, specialize in hillbilly, DJ, news and sports. Call Edd Scott, Orange 7263, Orange, Virginia.

Experienced am/tv combo man desires position with am and/or tv station. Specialize as DJ and cameraman. Have 1st. College graduate. Permanent, family man. Calif., Nevada, Ariz., Colorado only. $325. start. D. F. Snow, 16326 Moorpark, Encino, Calif.

Young, reliable, experienced indie station. Excellent references. Tape; will travel. Gil Stenson, 530 E. 156 Street, Bronx 55, N. Y.

Experienced announcer-disc jockey. Writes continuity, radio-television. Box 124, Route 4, New Orleans, La.

Technical

Reliable married **engineer. 4 years experience** all phases of studios, tv audio, recordings, transmitters. Desires permanent position. Box 307C, B•T.

First phone. 23 months am experience. Disc and tape recording. Some control experience. Box 323C, B•T.

Engineer-announcer. 1st phone. 6 years experience. Have car prefer midwest. Box 375C, B•T.

First class engineer with first phone, available for employment. Give all details first letter. All reasonable offers answered. Fair voice with five years' experience. Permanent. Box 391C, B•T.

Engineer, experienced operation, maintenance, am, fm. Available two weeks notice. Prefer east coast. Box 387C, B•T.

Engineer, first phone. 15 months' experience. Reliable, married vet. Prefer southeastern New York and Connecticut area. Box 388C, B•T.

Engineer. Desire position established firm—midwest. Experienced construction, maintenance, control room. Present chief. Family. References available. Require notice. Box 401C, B•T.

Radio-tv studio technician. Light experience. 3rd license; working for 1st class. Seeks permanent position. Capable audio, video, camera, film. Married, reliable, will travel. Write Box 410C, B•T.

1st class engineer. Excellent references.. Upper midwest preferred. Mel Anderson, Route 3, St. James, Minnesota. 8 F 161.

Chief engineer, some announcing. Southwest location. Available now. Jeff Rice Jr., 708 West Central, Bentonville, Ark. Telephone 74.

Production-Programming, Others

Radio-tv writer: Prolific, productive, persuasive . . . colorful, compelling, creative . . . imaginative, intelligent, ingenious . . . expert, experienced . . . expensive. Box 224C, B•T.

Program director, production supervisor and/or announcer. 12 years experience with independent and network affiliates. Family man. Great Lakes-midwest area preferred. Box 365C, B•T.

Situations Wanted—(Cont'd)

Continuity writer, male, college graduate, English major. Graduate study radio-television broadcasting. Single, 26. North Carolina or New England preferred, but not necessary. Anxious to get started. References. Replies answered. Box 403C, B•T.

Young producer-program director seeks opportunity in radio and/or tv. 3 years' radio, one year stage directing expressly applicable to tv. Experienced in traffic, ear-catching copy and script writing. Straight announcing, as well as news and analysis, personality disc work. Reprogrammed dying am station back to life and into black. Draft exempt, single, will travel. Box 424C, B•T.

Available, man and wife. Musicians and entertainers. Western deejays. Handle commercials. Produce barn dance and children's programs. Emcee shows. Experienced. Helen and Toby, 417 E. Central, Carthage, Missouri.

Television

Managerial

Relocation advisable for economy-minded, nationally respected manager because of tv merger. Twenty years successful broadcasting background. Not above accepting lesser capacity with good organization. Box 317C, B•T.

General manager—tv. 10 years broadcasting experience, 5 years tv management in major market, thoroughly familiar with all phases of tv operation. Have designed, equipped, organized staff of uhf and vhf stations successfully in operation. Previously associated with sales and advertising agencies. Interested in stock or percentage arrangement. Family man, terminating present employment. Excellent references. Box 377C, B•T.

Successful general manager, presently employed, over 20 years' experience. Background excellent on tv. Personal interview. Box 414C, B•T.

Announcers

Young executive, ambitious, experienced, radio-television, announcing, programming, production, sales. Box 329C, B•T.

Technical

Tv chief engineer with BSEE Degree, six years' tv experience and fifteen years' radio experience, seeks position as engineering manager in southwest. For further information write or wire Box 271C, B•T.

Tv applicants. Chief engineer, experienced, design, construction, operation tv. Presently employed industry. Desires return telecasting. Box 369C, B•T.

Chief engineer, experienced all phases of television, both studio and transmitter, including operation, maintenance and construction. Box 396C, B•T.

Production-Programming, Others

Thorough background in programming and duction. Versatile—highly adaptable! Want portunity in tv. Box 372C, B•T.

Program director—tv. Capable executive, 4 yeied tv management in one of nation's top ten mant kets. Producer, writer-director, program maagement, sales, ad agency and network experience. Box 376C, B•T.

(Continued on next page)

"EXPERIENCED MANAGER AVAILABLE

"Due to the sale of the majority interest of an established radio station in a southeastern metropolitan market, the present general manager is now available, since the new major stockholder will assume active management upon FCC approval.

This mature, experienced executive has over 15 years' experience in all phases of the business and has a record of sound progress, with emphasis on sales and programming. In his present position he is a vice president, director and stockholder, and has presided over a constantly profitable station with fine public acceptance.

If your station is located in a market of over 200,000, preferably in the south, and you can use a highly qualified general or commercial manager, please contact the President of the company c/o

Box 417C, B•T.

Situations Wanted—(Cont'd)

Available in 30 days—Tv personality qualified as producer, director. Currently employed in major market. 10 years radio and tv. Now 14 hrs. per week on tv . . . all commercial. Family man. Best references including present employer. 36 years old. Prefer east coast or Florida. Write to Box 382C, B•T.

New director, to meet challenge your major market operation. Emphasis on extensive local news coverage. Six years radio-television experience, journalism degree. Box 393C, B•T.

Tv producer-director, topflight network commercial credits covering past 5½ years, New York. Invites negotiation with leading packager agency or advertising director, metropolitan area. Box 416C, B•T.

For Sale

Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 237C, B•T.

West coast. Well accepted. Grosses $85,000. 80% on the market for $57,000. Box 409C, B•T.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Planning tv? Save your boss some money. 560 feet of Andrew #453 transmission line, 6⅛" 51.5 ohms. New -in storage- never used. Can be bought at a big discount. Box 373C, B•T.

One Presto model PT-900 portable tape recorder. Used 2 years. In good working order. Includes amplifier and power supply. Will take RCA 88D or RCA 44BX microphone as part payment or 2 mikes as full payment. Contact Station WDOG, Marine City, Michigan. Also for sale, 2 model 101 Ecotape recorders in good working order. Any reasonable offer accepted.

RCA 10 kw fm transmitter. Hewlett-Packard fm monitor. Jones micro match. WFMJ Broadcasting Co., Youngstown, Ohio. Riverside 3-4121.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

GE fm transmitter, 3 kw; two GE fm frequency and modulation monitors; Communication Products auto-dryaire dehydrator; two Fairchild 539-B recorders; one Fairchild 540 equalizer amplifier. WSAI, Cincinnati, Ohio.

model 642, 3-bay crossed di-pole fm antenna. 1.85. 105-108 mc. Best offer to WSIC, States- N. C.

Jockeys! Cream of Wit classifies 6,000 lines alphabetically. Publisher, Sebring, rida, $3.50.

ommercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

Call letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Wanted to Buy

Stations

Small or medium market station in middle Atlantic states. Give full particulars, first letter. Response will be held in strict confidence. Box 211C, B•T.

Responsible group of broadcasters, financially sound and experienced in all phases of broadcasting are interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 239C, B•T.

Equipment, etc.

Five kilowatt air cooled am transmitter, tuning unit, 200 foot guyed tower, frequency and modulation monitor. Box 285C, B•T.

One kw am transmitter. Cash. Write or wire Box 421C, B•T.

Wanted to Buy—(Cont'd)

Harness for RCA 4-section fm pylon antenna. Must be late model suitable 94.1 mc, from aluminum (not steel) pylon. Wire KPFA, Berkeley, Calif.

10 kw fm amplifier, WFMT, 1020 N. Lake Shore Drive, Chicago, Ill.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

REL model 646B fm receiver in good working condition. Contact Manager, WONW. Defiance, Ohio.

Am transmitter 1000 or 5000, console. Used, good condition. XEBH, P.O. Box 68, Hermosillo, Sonora, Mexico.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Wholesale stationery—office supplies! Big discount catalog—10¢. Towers, 935 N. 40th, Philadelphia 4, Pa.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.
Do not send tapes or discs.

Salesmen

BROADCAST-COMMUNICATIONS SALES ENGINEERS

Major manufacturer of broadcast, communications and electronic equipment has excellent opportunities for two broadcast field sales engineers to work from New York and Dallas offices. Qualifications must include experience in selling broadcast or communications equipment. Send complete personal resume including experience and salary requirements to the nearest regional office below.

COLLINS RADIO CO.

W. A. Schrader
11 W. 42nd St.
New York 36, N. Y.

T. W. Sharne
1930 Hi-Line Dr.
Dallas 2, Texas

Production-Programming, Others, etc.

PROGRAM MANAGER RADIO

50 KW eastern station—network affiliate. Must be progressive, thoroughly experienced and capable of handling all details of programming. All replies confidential. Send complete resume to Box 384C, B•T. Interviews will be arranged.

Help Wanted—(Cont'd)

Television

Managerial

WANTED TV STATION MANAGER

Must have past record of successful accomplishment in similar capacity, and be able to run topflight operation, on an economical and efficient basis. A strong sales background, on local and national levels, is a prime pre-requisite.

An exceptional opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Confidential. Box 336C, B•T.

Salesmen

TELEVISION SALES MANAGER

Established television station in midwest market has opening for top sales manager. Must be 35 to 45 years of age, thoroughly experienced and capable of handling all details of local and regional sales for primary network television station. All replies confidential. Our own staff knows of this ad.

Salary commensurate with caliber of man we hire. The station will pay reasonable moving expenses.

Send complete resume, photograph to Box 275C, B•T. Interviews will be arranged.

Technical

TV STUDIO TECHNICIANS

Have immediate openings for three (3) technicians. Previous TV studio operating experience preferred, however, will consider recent graduate of recognized TV school. Duties will include all studio and control room operating positions and routine maintenance. Starting salary dependent upon past experience and ability. First class radio telephone license required. Send full particulars including age, marital status and past experience to Chief Engineer, WTVN Inc., 753 Harmon Ave., Columbus, Ohio.

TECHNICIANS
CBS
Television Network

Needs Technicians for Video Control and Maintenance Work.

Emphasis placed on engineering education, electronic schooling, first-class license, broadcast experience (AM, FM or TV), amateur activity, etc.

Mail detailed resume to

CBS-TV,

Technical Operations Manager,
524 West 57th Street,
New York, N. Y.

Help Wanted—(Cont'd)

Production-Programming, Others

TV Station Promotion Manager Wanted Immediately

One of the south's better VHF-TV stations, network-affiliated, one station market, is looking for a good promotion manager who can also handle publicity. Good starting salary. Give full details in first letter to Box 367C, B•T.

Leading CBS VHF Station Needs Top Program Director

This major market station offers an experienced tv program man an excellent opportunity. Send full particulars, including photo, salary expected. All replies treated in strictest confidence. Material will be returned.

Box 386C, B•T.

Situations Wanted

Managerial

MANAGER-RADIO OR TV

Honest-capable-sincere. Years of successful radio management and some tv experience. Presently member Board of Directors of State Association. Highly recommended by former employers and industry leaders. Not high priced but expect fair deal. Prefer south but willing to go anywhere. Available at once. Box 379C, B•T.

Announcers

TOP-MARKET RADIO PERSONALITY

Looking South again . . .

Outstanding sports record: major league baseball, basketball, football. Successful commercial announcer; DJ. Desires return to Southern market in sports, announcing or executive programming capacity. 31 years old. Family man. Excellent references. Box 418C, B•T.

Television

Production-Programming, Others

FILM DIRECTOR AVAILABLE

Experienced Film Director Available. Five years handling all phases film room operation, film buying, editing, top projectionist. Married. Age 30. Go anywhere. Best references. Box 419C, B•T.

Situations Wanted—(Cont'd)

Salesmen

TV SALESMANAGER

Can This Experience And These Abilities Make Money for You?

* Regional Sales Manager for the First Year of Operation for the Nation's First High Power UHF Station. Organized Sales Department, Sales Procedures and Sales Promotion.
* Created, Sold and Produced Shows and Commercials.
* Organized and Sold Remotes, Special Events and Promotions.
* 13 Years of Successful Sales and Executive Management.
* Recognition of the Value of Honesty, Loyalty, Leadership, Aggressiveness, Ability, and of Working with People.
* Desire to Develop a Wholesome Community Family Life.

If This Looks Interesting So Far, and You Want Full Details, Write Box 415C, B•T.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

FOR THE RECORD

(Continued from page 112)

Renewal of License

WEDR Birmingham, Ala., Magic City Bcstg. Co. (BR-2373); KWSO Wasco, Calif., E. J. Peters tr/as Maple Leaf Bcstg. Co. (BR-2466); KIPA Hilo, Hawaii, Big Island Bcstg. Co. (BR-1637); WBNL Boonville, Ind., Henry C. Sanders and Norman Hall, d/b as Moonville Bcstg. Co. (BR-2514); KXEL Waterloo, Iowa, Josh Higgins Bcstg. Co. (BR-1188); KENT Shreveport, La., Frank H. Ford (BR-1774); WGUY Bangor, Me., Murray Carpenter (BR-1746); WBAL Baltimore, Md., The Hearst Corp. (BR-152); WFUR Grand Rapids, Mich., Furniture City Bcstg. Corp. (BR-1734); KJCF Festus, Mo., Donald M. Donze tr/as Jefferson County Radio and Television Co .(BR-2613); KRVN Lexington, Neb., Nebraska Rural Radio Assn. (BR-2594); WWON Woonsocket. R. I., Woonsocket Bcstg Co. (BR-1378); KIWW San Antonia, Tex., The Good Neighbor Bcstg. Co. (BR-2252); WRFW Eau Claire, Wis., Chippewa Valley Radio and Television Corp. (BR-2039).

APPLICATIONS RETURNED

WOWL Florence, Ala., Radio Muscle Shoals Inc.—License to cover construction permit (BP-8962) which authorized changes in the antenna and ground system (increase height of antenna).

WCNU Crestview, Fla., D. Grady O'Neal and H. French Brown, a partnership d/b as Gulf Shores Bcstg. Co.—Involuntary assignment of license to H. French Brown and Charles C. O'Neal, administrator of the estate of D. Grady O'Neal, deceased, a partnership d/b as Gulf Shores Bcstg. Co.

WAYM Waynesboro, Miss., New Laurel Radio Station Inc.—Modification of construction permit (BP-8841) which authorized new standard broadcast station for approval of antenna, transmitter and studio location.

KTJS Hobart, Okla., T. J. Shriner—Voluntary assignment of license to Alfred Ray Fuchs.

Remote Control

KBTM-FM Jonesboro, Ark., Harold E. King & Helen W. King d/b as Regional Bcstg. Co. (BRCH-71).

WRRC Cherry Valley, N. Y., Northeast Radio Corp. (BRCH-69).

WRRD DeRuyter Village, N. Y., Northeast Radio Corp. (BRCH-70).

Modification of CP

KTVI Boise, Idaho, Idaho Bcstg and Tv Co.—Mod. of CP (BPCT-1312) as mod., which authorized new tv station for extension of completion date to 8/9/54 (BMPCT-1836).

February 10 Decisions

By the Commission En Banc

TV BROADCAST ACTIONS

McFarland Letters

WAZL-TV Hazleton, Pa., Hazleton Tv Corp.—Is being advised that its application (BMPCT-1650) for extension of time to complete construction of tv station on ch. 63 cannot be granted on basis of present showing.

WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc.—Is being advised that its application (BMPCT-1578) for extension of time to complete construction of tv station on ch. 21 cannot be granted on basis of present showing.

Murray Carpenter & Assocs., Maine Bcstg. Co., Bangor, Me.—Designated for consolidated hearing on March 12, 1954, applications for new tv stations to operate on ch. 2 (BPCT-1797 and 1804).

Fayetteville Bcstrs. Inc., Ralph E. Hess, Fayetteville, N. C.—Designated for consolidated hearing on March 12, 1954, applications for new tv stations to operate on ch. 18 (BPCT-1395 and 1822).

Propose Second Tv Channel to Richland, Wash.

On petition filed Dec. 28, 1953, by KALE, Inc., Richland, Wash., the Commission proposed rule making to delete ch. 3 minus from Lewiston, Idaho, and substitute therefor chs. 32 plus and 42, and assign ch. 3 minus to Richland, Wash. Comments may be filed on or before March 15, 1954.

By memorandum opinion and order, denied petition for reconsideration and supplement thereto, both filed Dec. 17, 1953 by the Head of the Lakes Bcstg. Co., requesting reconsideration of Commission action taken on Nov. 27, 1953, which amended the Table of Tv Assignments by making various channel changes in the Minnesota-Michigan area (Dockets 10670 and 10671). (Comr. Doerfer dissented.)

BROADCAST ACTIONS

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period:

KSIJ Gladwater, Tex.; KTIL Tillamook, Ore.; KLOG Kelso, Wash., KIRX Kirksville, Mo.; WWPG-FM Palm Beach; KOPO Tucson, Ariz.; KXLQ Bozeman, Mont.; KYJC Medford, Ore.; WGLI Corning, N. Y.; WROX Clarksdale, Miss.; KTIP Porterville, Calif.; WJER Dover, Ohio; KAIM (FM) Honolulu; WHFB-FM Benton Harbor, Mich.; WHIO-FM Dayton, Ohio; WHOP-FM Hopkinsville, Ky.; WJAS-FM Pittsburgh, Pa.; WKPT-FM Kingsport, Tenn.; WKRT-FM Cortland, N. Y.; WLLH-FM Lowell, Mass.; WLTN (FM) Lewistown, Pa.; WLVA-FM Lynchburg, Va.; WMCF (FM) Memphis, Tenn.; WMFR-FM High Point, N. C.; WROK-FM Rockford, Ill.; WSAM-FM Saginaw, Mich.; WSAN-FM Allentown, Pa.; WSNJ-FM Nr. Bridgeton, N. J.; WSON-FM Henderson, Ky.

KALE Richland, Wash., KALE, Inc.—Granted renewal of license without prejudice to any further action that may be taken in proceedings in Docket 10787, or under the conditional grant of applications (BTC-1476 and BAL-1653).

Television Applications in Hearings Status, January 31, 1954

LOCATION AND CHANNEL NO.	APPLICANT	DOCKET NO.	DATE DESIG-NATED	HEARING SCHED-ULED & BEGUN	ADJOURN-MENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
BATON ROUGE, LA. (2) (Examiner Huntting)	Louisiana Television B/cing Corp.	10550	6-17-53	7-17-53 12-21-53	12-21-53	12-21-53	None Required	12-23-53	None Filed	Final Decision adopted 1-28-54
BEAUMONT-PORT ARTHUR, TEX. (4) (Examiner Huntting)	Port Arthur College Smith Radio Company	10285 10352	7-11-52 11-26-52	12-15-52 5- 6-53	Indefinitely					
(6)	The Enterprise Company Beaumont B/cing Corp. KTRM, Inc.	10286 10287 10288	7-11-52	11-17-52 11-17-52		3-11-53	Timely Filed	7-22-53	Timely Filed	Waiting Final Decision
(4, (Examiner Cunningham)	Jefferson Amusement Co.	10779	12- 2-53	12-16-53 1-13-54	1-13-54	1-13-54	2-23-54			
BENTON HARBOR, MICH. (42) (Examiner not named)	Palladium Publishing Co.	10870	1-27-54	3- 1-54						Application for extension of time to complete construction
BILOXI, MISS. (13) (Examiner Schilz)	Radio Associates, Inc. WLOX Broadcasting Co.	10844 10845	1- 6-54	2- 5-54	2-18-54					
BINGHAMTON, N. Y. (Examiner Butts) (40)	Southern Tier Radio Service, Inc. Ottaway Stations, Inc.	10681 10682	9- 9-53	10- 9-53 10- 9-53	2-15-53					D-10863 dismissed without prej. 1-19-54
BRISTOL, VIRGINIA-TENN. (5) (Examiner not named)	Appalachian B/cing Corp. Tri-Cities Television Corp.	10879 10880	1-27-54	2-26-54						
BUFFALO, N. Y. (2) (Examiner Schilz)	Niagara Frontier Amusement Corp.	10804	12-10-53	1- 8-54 1- 8-54	2- 2-54					
CAMDEN, N. J. (17) (Examiner Donahue)	South Jersey B/cing Co.	10657	8-26-53	9-25-53 12-18-53	12-18-53	12-18-53	None Required	12-28-53	None Filed	D-10658 dismissed w/o prejudice; Final Dec'n. adopted 1-28-54
CANTON, O. (29) (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp. Tri-Cities Telecasting, Inc.	10272 10273 10606	7-11-52 7-11-52 7-29-53	10- 1-52 8-17-53	12- 7-53	12- 7-53	2-23-54			
CHARLESTON, S. C. (2) (Examiner Frederick)	Southern B/cing Co., Inc. Charleston B/cing Co.	10859 10860	1-20-54	2-19-54						2-10-54 Pre-hearing conference
CHARLESTON, W. VA. (8) (Examiner Poindexter)	The Tierney Company	10729	10-14-53	11-13-53 11-13-53	1-12-54	1-12-54	None Filed	1-27-54	None to be Filed	D-10728 dismissed w/o prej. 1-11-54; Waiting Final Decision
CHARLOTTE, N. C. (9) (Examiner Irion)	Radio Station WSOC, Inc. Piedmont Electronics & Fixture Corp. Carolina's Television Corp.	8837 10846 10847	1-13-54	2-12-54						1-25-54 pre-hearing conference
CHATTANOOGA, TENN. (3) (Examiner Bond)	WDOD B/cing Corp. Mountain City TV, Inc.	10438 10439	3-18-53	4-20-53 4-20-53		8-20-53	Timely Filed			Waiting Initial Decision
(12)	WDEF B/cing Co.	10473	4-22-53	5-25-53 5-25-53	1-13-54	1-13-54	None Required	1-20-54	None Field	D-10471-72 dismissed w/o prej.; Final Dec'n. adopted 1-28-54
CLARKSBURG, W. VA. (22) (Examiner not named)	J. Patrick Beacom & Associates	10871	1-27-54	2-26-54						
CORPUS CHRISTI, TEX. (10) (Examiner Irion)	Superior Television, Inc. Keys-TV, Inc. K-Six Television, Inc.	10556 10557 10558	6-24-53	7-24-53 8- 4-53	1- 4-54; See Remarks					2-8-54 written rebuttal evidence; 2-10-54 Conference re procedure for written reply rebuttal
(6)	Gulf Coast B/cing Co. Baptist Gen'l. Convention of Texas	10559 10560	6-24-53	8- 3-53 8- 3-53	2- 9-54					
(22)	Coastal Bend Television Co.	10578	7- 1-53	7-31-53 7-31-53	12- 8-53	12- 8-53	None Required	12-11-53	None Filed	D-10577 amended & removed 12-8; Final Dec'n. released 1-7-54
DES MOINES, IOWA (8) (Examiner French)	Cowles B/cing Co. Murphy B/cing Co.	8897 8900	9-23-53	10-23-53 10-23-53	2- 3-54					
DETROIT, MICH. (50) (Examiner Butts)	Booth Radio & TV Stations, Inc. Woodward B/cing Co.	10660 10661	8-26-53	9-25-53 9-25-53	2-12-54					2-3-54 to exchange information
DURHAM, N. C. (11) (Examiner French)	Durham B/cing Enterprises, Inc.	10731	10-14-53	11-13-53 11-18-53	12-20-53	12-20-53	None Required	1-12-54	None Filed	D-10730 dismissed w/o prej. 1-4; Final Decision issued 1-21-54
ERIE, PA. (66) (Examiner Huntting)	Commodore Perry B/cing Service, Inc.	10615	7-29-53	8-28-53 8-28-53	12- 9-53	12- 9-53	None Required	12-11-53	None Filed	D-10614 dismissed 11-10-53; Final Dec'n. issued 12-31-53
EVANSVILLE, IND. (7) (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	10461 10462 10463 10464	4-15-54	5-25-53 5-25-53	In Progress					
FLINT, MICH. (12) (Examiner Gaguine)	WJR The Goodwill Stations, Inc. Trebit Corp. W. S. Butterfield Theatres, Inc.	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52 11-17-52		2-27-53	Timely Filed	4-30-53	Timely Filed	Waiting Final Decision
FORT WAYNE, IND. (69) (Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	10424 10425	3- 4-53	4- 6-53 4- 6-53		7- 6-53	Timely Filed	10-28-53	Timely Filed	Waiting oral argument
FORT WORTH, TEX. (11) (Examiner not named)	Texas State Network, Inc. Lechner Television Co. Fort Worth TV Co.	10872 10873 10874	1-27-54	2-26-54						
FRESNO, CALIF. (12) (Examiner Cooper)	California Inland B/cing Co. KARM, The Geo. Harm Station	9050 10650	8-20-53	9-21-53 9-28-53	See Remarks		3- 8-54			2-8-54 to receive depositions & close record
GRAND RAPIDS, MICH. (23) (Examiner Bond)	Music B/cing Co. Peninsular B/cing Co.	10552 10607	6-17-53 7-29-53	8-28-53 9- 9-53	1-20-54	1-20-54	None Required			D-10553 dismissed w/o prej. 8-18-53; P.F. may be filed by 3-15-54
HARTFORD, CONN. (3 (Examiner Litvin)	The Travelers B/cing Service Corp. Hartford Telecasting Co., Inc.	8621 10699	9-30-53	10-30-53 10-30-53	In Progress					

LOCATION AND CHANNEL NO.	APPLICANT	DOCKET NO.	DATE DESIG-NATED	HEARING SCHED-ULED & BEGUN	ADJOURN-MENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
HATTIESBURG, MISS. (9) (Examiner not named)	Hattiesburg Television Co.	10736	10-28-53							
HOUSTON, TEX. (13) (Examiner Cunningham)	Houston TV Co., Inc.	10754	11-12-53	12-11-53 1-12-54		1-12-54	None Required	1-14-54	None to be Filed	D-8796; 10753; 10755 dismissed w/o prej. 1-12-54; waiting Final Dec'n.
HUNTINGTON, W. VA. (13) (Examiner Poindexter)	Greater Huntington Radio Corp. The Ashland B/cing Co. Huntington B/cing Corp.	10863 10864 10865	1-20-54	2-19-54						2-2-54 pre-hearing conference
INDIANAPOLIS, IND. (8) (Examiner Huntting)	Universal B/cing Co., Inc.	8905	11-18-53	12-18-53 12- 4-53		12- 4-53	None Required	12- 8-53	None Filed	D-10760 dismissed w/o prej. 11-30; Final Dec'n. adopted 1-28-54
JACKSONVILLE, FLA. (12) (Examiner Frederick)	City of Jacksonville Florida-Georgia TV Co., Inc. Jacksonville B/cing Corp.	10833 10834 10835	1- 6-54	2- 5-54	3-15-54					1-15-54 Pre-hearing conference; 2-15-54 Hearing conference 3-15-54 Testimony
KNOXVILLE, TENN (10) (Examiner Sharfman)	Scripps-Howard Radio, Inc. Radio Station WBIR, Inc. Tennessee Television, Inc.	10512 10513 10514	5-13-53	6-15-53 6-15-53	2- 4-54					
LANCASTER, PA. (8) (Examiner Bond)	WGAL, Inc.	10366	12-31-52	2- 2-53 6- 1-53	6- 4-53	6- 4-53	None Required	11-13-53	Timely Filed	D-10365 dismissed w/o prej. 1-28; Final Dec'n. adopted 1-28-54
LITTLE ROCK, ARK. (11) (Examiner Litvin)	Arkansas Television Co. Arkansas Telecasters, Inc.	10610 10611	7-29-53	8-28-53 8-28-53	Indefinitely					D-10608-09 dismissed w/o prej.; 2-15-54 exchange written direct testimony
LORAIN, OHIO (31) (Examiner Huntting)	Elyria-Lorain B/cing Co.	10526	5-27-53	6-26-53 9-15-53	1-26-54	1-26-54	None Required	1-27-54	None to be Filed	D-10525 dismissed w/o prej. 1-6; Waiting Final Decision
MADISON, WISC (3) (Examiner Cunningham)	Radio Wisconsin, Inc. Badger Television Co., Inc.	8959 10641	8-12-53	9-11-53 10-23-53	12- 1-53	12-22-53	2-10-54			
MANSFIELD, OHIO (36) (Examiner Butts)	Mansfield Journal Co. Fergum Theatres, Inc.	10791 10792	12- 2-53	12-31-53		2- 1-54				1-11-54 exchange pts. of reliance
MEMPHIS, TENN. (3) (Examiner Hardy)	WREC B/cing Service WMPS, Inc.	10761 10762	11-18-53	12-18-53	See A Below					
MIAMI, FLA. (10) (Examiner Sharfman)	WKAT, Inc. L. B. Wilson, Inc. North Dade Video, Inc Public Service TV, Inc.	9321 10825 10826 10827	12-30-53	1-29-54 1-29-54	Indefinitely					1-7-54 Pre-hearing conference; 3-1-54 Exchange pts. of reliance
(7) (Examiner Cunningham)	Biscayne Television Corp. Mel Foster-Harold Hoersch East Coast TV Corp. South Florida TV Corp. Sunbeam Television Corp.	10854 10855 10856 10857 10858	1-20-54	2-19-54						
MILWAUKEE, WISC. (12) (Examiner Sharfman)	Wisconsin B/cing System, Inc. Milwaukee B/cing Co. Milwaukee Area Telecasting Corps. Kolero Telecasting Corp.	8954 9015 10793 10794	12- 2-53	12-31-53 See B Below						
MOBILE, ALA. (5) (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	10457 10458	4-15-53	5-25-53 5-25-53	10- 5-53	10- 5-53	Timely Filed			B/cast Bureau filed no Pro. Find.; Waiting Initial Decision
MONTGOMERY, ALA. (12) (Examiner Donahue)	Montgomery B/cing Co., Inc. Alabama Television Co.	10573 10574	7- 1-53	7-31-53 8-27-53	9-29-53	9-29-53	None Required	10-7-53	Timely Filed	Oral argument held 1-25-54; Waiting Final Decision
MONTPELIER, VT. (3) (Examiner Cunningham)	WCAX B/cing Corp. Colonial Television, Inc.	10642 10643	8-12-53	9-11-53 9-18-53		9-18-53	None Required	10- 2-53	Timely Filed	B/cast Bureau filed no Exceptions; Oral Argument held 1-11; Wait F.D.
MUSKEGON, MICH. (35) (Examiner Irion)	Versluis Radio & TV, Inc. Versluis Radio & TV, Inc.	10442 10644	3-23-53 8-14-53	4-22-53 4-22-53	8-27-53	8-28-53	Timely Filed	10-23-53	Timely Filed	Oral argument held 1-11-54; Waiting Final Decision
MUSKOGEE, OKLA. (8) (Examiner French)	Tulsa B/cing Co. Oklahoma Press Publishing Co. Ashley L. Robison	10836 10837 10838	1- 6-54	2- 5-54						Pre-hearing conference held 1-19
NEW ORLEANS, LA. (4) (Examiner Smith)	Loyola University The Times-Picayune Publishing Co. James A. Noe & Co.	8936 10795 10796	12- 2-53	12-31-53 1- 4-54	2- 9-54					2-1-54 exchange of information; 2-4-54 exchange of pts. of reliance
NORFOLK-PORTSMOUTH, VA. (10) (Examiner Frederick)	Beachview B/cing Corp. Portsmouth Radio Corp.	10800 10801	12- 9-53	1- 8-54 1- 8-54	See C Below					1-4-54 conference held; D-10799 dismissed w/o prej. 1-6-54
OGDEN, UTAH (9) (Examiner Donahue)	United B/cing Company	10757	11-12-53	12-11-53 1-18-54	1-18-54	1-18-54	None Required			D-10756 dismissed w/o prej. 12-2; Waiting Initial Decision
PADUCAH, KY. (6) (Examiner not named)	Columbia Amusement Co. Paducah Newspapers, Inc.	10875 10876	1-27-54	2-26-54						
PEORIA, ILL. (8) (Examiner Smith)	WMBD, Inc. WIRL Television Co.	10541 10542	6-10-53	7-10-53 7-10-53	12-23-53	12-23-53	See D Below			D-10543 dismissed w/o prej. 10-20
PETERSBURG, VA. (8) (Examiner Hardy)	Petersburg Television Corp. Southside Virginia Telecasting Corp.	10737 10738	10-28-53	11-27-53	See E Below					
PHOENIX, ARIZ. (3) (Examiner not named)	KTAR B/cing Co. Arizona Television Co.	10877 10878	1-27-54	2-26-54						
PORTLAND, ORE. (8) (Examiner Smith)	Westinghouse Radio Stations Portland Television, Inc. North Pacific TV, Inc. Cascade Television Co.	9138 10245 10319 10324	7-11-52 7-11-52 9-17-52 9-25-52	10- 1-52 10- 1-52	7-20-53	7-20-53	Timely Filed			Waiting Initial Decision
(12)	Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	10246 10247 10317	7-11-52 7-11-52 9- 3-52	10- 1-25 10- 1-52	5-15-53	5-15-53	Timely Filed	11-17-53	Timely Filed	Waiting Final Decision

LOCATION AND CHANNEL NO.	APPLICANT	DOCKET NO.	DATE DESIG-NATED	HEARING SCHED-ULED & BEGUN	ADJOURN-MENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
PROVIDENCE, R. I. (12) (Examiner Sharfman)	Cherry & Webb B/cing Co.	8737	10-19-53	11-18-53 11-18-53	Indefinitely					Designated under Sec. 309(c)
RALEIGH, N. C. (5) (Examiner French)	WPTF Radio Co. Capitol B/cing Co., Inc.	10861 10862	1-20-54	2-19-54						
RICHMOND, VA. (12) (Examiner Irion)	Richmond Newspapers, Inc. Richmond Television Corp.	8945 10805	12-16-53	1-15-54 1-15-54	3- 1-54					
ROANOKE, VA. (7) (Examiner Bond)	Times-World Corp. Radio Roanoke, Inc.	10655 10656	8-26-53	9-25-53 9-25-53	Indefinitely					
SACRAMENTO CALIF. (3) (Examiner Donahue)	Sacramento B/cers, Inc. KCRA, Inc.	9012 10294	10-29-52 7-11-52	11-17-52 11-17-52		4-23-53	Timely Filed			Waiting Initial Decision
(10)	McClatchy B/cing Co. Sacramento Telecasters, Inc.	9013 10298	7-11-52	11-17-52 11-17-52	6- 5-53	6- 5-53	Timely Filed	11-10-53	Timely Filed	Waiting Final Decision
SAN BERNARDINO, CALIF. (30) (Examiner Butts)	Orange Belt Telecasters	10579	7- 1-53	8- 3-53 8- 3-53		8- 4-53	Timely Filed	9-18-53	None Filed	10-23 Comm. stayed effect of Init'l Dec'n.; Waiting Final Decision
(18) (Examiner not named)	KITO, Inc.	10696	9-30-53							Appl'n. for add'l. time to complete construction
SAN JOSE, CALIF. (11) (Examiner Poindexter)	F. M. Radio & TV Corp. Standard Radio & TV Co.	8939 10707	10- 7-53	11- 6-53 11- 6-53	11-16-53	11-16-53	None Required	11-20-53	See Remarks	Exceptions filed by D-8939 only; waiting oral argument
SAVANNAH, GA. (3) (Examiner Cunningham)	WSAV, Inc. WJIV-TV, Inc.	10517 10518	5-13-53	6-15-53 6-15-53	11- 6-53	11- 6-53	Timely Filed			Briefs filed 1-31; Reply to WJIV P.F. by WSAV filed 12-28; wait I.D.
SEATTLE, WASH. (7) (Examiner Donahue)	Queen City B/cing Co. KXA, Inc. Puget Sound B/cing Co., Inc.	9030 10758 10759	11-18-53	12-18-53 1-26-54	2- 1-54					
SHREVEPORT, LA. (3) (Examiner Cooper)	KTBS, Inc. International B/cing Corp.	10476 10477	4-22-53	5-29-53 5-29-53	1-20-54	1-20-54	2-26-54			
(12) (Examiner Litvin)	Southland Television Co. Radio Station KRMD Shreveport Television Co.	10522 10523 10524	5-20-53	6-19-53 6-19-53	7-31-53	7-31-53	Timely Filed			Waiting Initial Decision
SIOUX CITY, IOWA (4) (Examiner Cooper)	KCOM B/cing Co.	10673	9- 2-53	10- 2-53 10-12-53	1- 4-54	1- 4-54	None Filed	1-11-54	None Filed	D-10672 dismissed w o prej. 12-30; Final Decision issued 1-21-54
SOUTH BEND, IND. (46) (Examiner Cooper)	South Bend B/cing Corp. Michiana Telecasting Corp.	10534 10535	6- 3-53	7- 3-53 1-11-54	See F Below					
SPOKANE, WASH. (2) (Examiner Butts)	Louis Wasmer Television Spokane	10422 10423	3- 4-53	4- 6-53 4- 6-53	Indefinitely					
SPRINGFIELD, ILL. (2) (Examiner French)	Sangamon Valley TV Corp. Capitol City TV Co. WMAY-TV, Inc.	10701 10702 10703	9-30-53	10-30-53 10-30-53	2- 8-54					2-2-54 Exchange of exhibits
ST. LOUIS MO. (4) (Examiner Hardy)	KWK, Inc. KXOK, Inc. Missouri Valley TV Co.	8810 8811 10752	11-12-53	12-11-53 12-16-53	3-15-54					1-7-54 Exchg. of Pts. of Reliance 1-13-54 Hearing Conference 2-4-54 Fifth Hearing Conference
(11) (Examiner Donahue)	St. Louis Telecast, Inc. St. Louis Amusement Co. Columbia B/cing System, Inc. 220 Television, Inc.	8809 10788 10789 10790	12- 2-53	12-31-53	Indefinitely					12-11-53 Conference; 12-16-53 Oral argument re continuance
STOCKTON, CALIF. (13) (Examiner French)	Radio Diablo, Inc.	8873	11-25-53	12-24-53 1-12-54	1-12-54	1-12-54	None Required	1-21-54	None to be Filed	D-10766 dismissed w o prej. 1-6; Wait Final Decision

A. 1-4-54 Exchange of points of reliance
1- 5-54 2nd hearing conference
2- 1-54 Exchange of exhibits
2-23-54 Testimony

B. 12-14-53 Pre-hearing conference
12-21-53 Exchange of information
1- 4-54 Opened record & disposed of procedural matters othre than points of reliance
1- 8-54 Oral argument re pet'n. to amend filed by Kolero
1-15-54 Last day to file petn's re adequacy of funds
1-29-54 Exchange of points of reliance
Indef. Further hearing conference

C. 1-22-54 Agreements re stipulations & depositions submitted
1-27-54 Exchange of information
1-29-54 Conference re points of reliance
2-15-54 Exchange of exhibits
2-23-54 Testimony

D. 2-23-54 Affirmative Proposed Findings due
4- 1-54 Counter Proposed Findings & Conclusions due
4-15-54 Objections to Counter Proposed Findings & replies to conclusions due

E. 1-11-54 Exchange of points of reliance
1-21-54 Hearing conference
1-27-54 Conference re petition to enlarge issues
2- 1-54 Exchange of exhibits
2- 8-54 Testimony

F. 2-15-54 Exchange of Exhibits
3- 1-54 Exchange of points of reliance
3- 8-54 Conference re points of reliance
3-22-54 Testimony

G. 12- 8-53 Counter proposed findings & conclusions filed
1-25-54 Rebuttal proposed findings & conclusions filed; waiting oral argument

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CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

LOCATION AND CHANNEL NO.	APPLICANT	DOCKET NO.	DATE DESIG-NATED	HEARING SCHED-ULED & BEGUN	ADJOURN-MENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
ST. PETERSBURG-TAMPA, FLA. (8) (Examiner Cooper)	The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting Co.	10250 10251 10252	7-11-52	10-15-52 10-15-52		1-21-53	Timely Filed	7-13-53	Timely Filed	Waiting Final Decision
(13)	Tampa Times Co. Orange Television B/cing Co. Tampa Television Co.	10253 10255 10330	7-11-52 7-11-52 10- 8-52	10-15-52 10-15-52		6-11-53	Timely Filed	12- 2-53	Timely Filed	Waiting oral argument
TULSA, OKLA. (2) (Examiner Huntting)	Central Plains Enterprises, Inc. Fryer Television Co. The Oil Capital Television Corp.	10839 10840 10841	1- 6-54	2- 5-54						
(17)	Tulsa Television Co. Arthur R. Olson	10842 10843	1- 6-54	2- 5-54 1-28-54		1-28-54	None Required	1-29-54	None to be Filed	Waiting Final Decision
WACO, TEX. (10) (Examiner Poindexter)	KWTX B/cing Co. Waco Television Corp.	10694 10695	9-23-53	10-23-53 10-23-53	1- 4-54	1-15-54	3- 8-54			
WICHITA, KAN. (10) (Examiner Hutchison)	Mid-Continent TV, Inc. KAKE B/cing Co., Inc.	10262 10263	10- 8-52 7-11-52	10-20-52 10-20-52		5- 7-53	Timely Filed	11- 4-53	Timely Filed	Waiting oral argument
(3)	The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	10259 10260 10261	7-11-52	10-20-52 10-20-52	9- 9-53	9-9-53	See G Below			
WEST PALM BEACH, FLA. (12) (Examiner Honig)	WEAT-TV, Inc.	10829	12-30-53	1-29-54 1-29-54		1-29-54	None Required			D-10828 dismissed w o prej. 1-26; Waiting Initial Decision

Sen. Johnson's Letter to FCC on License Fee Proposal

(See Government Section)

February 8, 1954

Dear Chairman Hyde:

Reference is made to the Commission's Proposed Rule Making Proceeding in Docket No. 10869 announcing a proposed schedule of fees for licensing and related activities. This is such a basically vital matter that I feel compelled to submit comments on it.

At the outset, I want to make it crystal clear that I am not criticizing the Commission for submitting this proposed fee plan. I know that over the years various Committees of Congress have urged the development of some system for charging appropriate fees for licenses but the complexity of the problem has always short circuited any workable, satisfactory plan.

The suggestive rather than mandatory language of the Independent Appropriations Act of 1952, 5 U.S.C. 140, reveals that Congress must have been fully cognizant of the difficulties that may be encountered in imposing charges or fees in specific cases. The Section states, among other things: "It is the sense of the Congress that any . . . license, permit, . . . granted, . . . shall be self-sustaining to the full extent possible, and the head of each Federal agency is authorized . . . such fee, charge, . . . if any, . . .". However, the Director of the Budget issued a directive to the Commission, so some plan had to be suggested.

The radio spectrum is one of the most valuable assets which the people of the United States own. I need not emphasize the importance telephone, telegraph, television and radio play in the economic, political and social life of our great country. In the Communications Act the Congress outlined meticulously a definite policy which was to guide the Commission in administering the Act. The Act specifically declares that the granting of licenses does not give the licensee a proprietary interest in a frequency. Nothing should be done to encourage a licensee to believe, directly or indirectly, that he may be purchasing an equity, no matter how slight it may be in a particular frequency. The chief considerations which dominate the Act are and must remain the public interest and public responsibility.

The question of fees as proposed by the FCC is so fundamental to the principles which underlie the Communications Act that any departure from it should be resolved by the Congress. The Congress may very well find that the imposition of fees for licenses and related activities is reasonable and does not compromise these principles. However, this is a judgment that should be made by the Congress after full hearings in which everyone would be given an opportunity to be heard.

There are many questions which must be resolved. Should we levy the same $325.00 fee on a 100 watt station that we would levy on a 50,000 watt station? Should the charge be the same for a competitive TV application in St. Louis serving millions of people and requiring weeks of hearings, and a non-competitive application for a TV station to serve an area of 10,000 people which would be processed in a few days? Does the payment of a stiff fee for licensing give any greater right to the licensee than he has today without a fee?

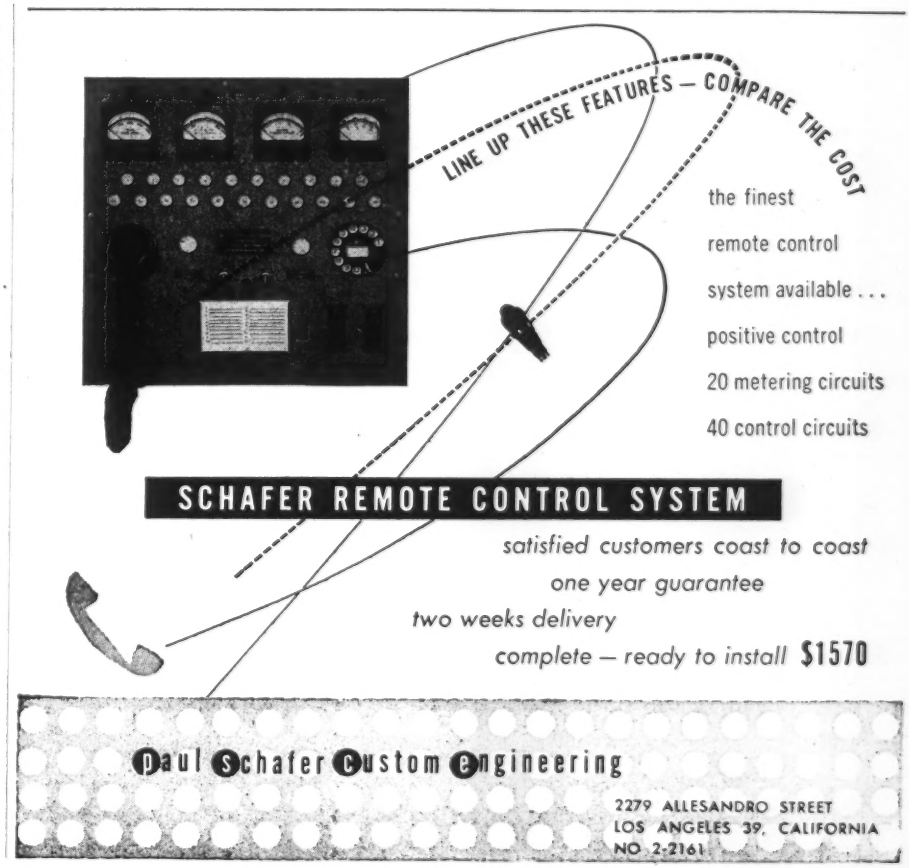
Any schedule of fees designed to raise revenue to offset expenses incurred by the Commission in administering its licensing functions may merely create a monstrosity defeating the purpose for which it was intended. Who is to determine what portion of what number of man-hours are strictly devoted to licensing as distinguished from other unrelated activities? What type of accounting system will be required to identify and allocate such cost? Will an inspection service have to be created by the licensee in order to determine whether there isn't overcharging or duplication of costs? Will the expense of ascertaining costs outrun the benefit derived from the fee? How many additional employees will be required to obtain this information? These are merely some of the questions which must be examined.

It must be kept uppermost in our minds that under the provisions of the Communications Act, the United States has developed the best and finest communications system in the entire world. This has not been an accident.

A bill amending the Federal Communications Act to prohibit a schedule of fees to be charged for licenses and other related activities of the FCC other than a nominal basis is being introduced. It is my hope that a full hearing may be held in the near future by the Committee on Interstate and Foreign Commerce. Accordingly, I urge the Commission to suspend the proceeding until the Committee of Congress created to legislate on communication policy has had an opportunity to explore this matter thoroughly.

Sincerely yours,

/s/ ED. C. JOHNSON



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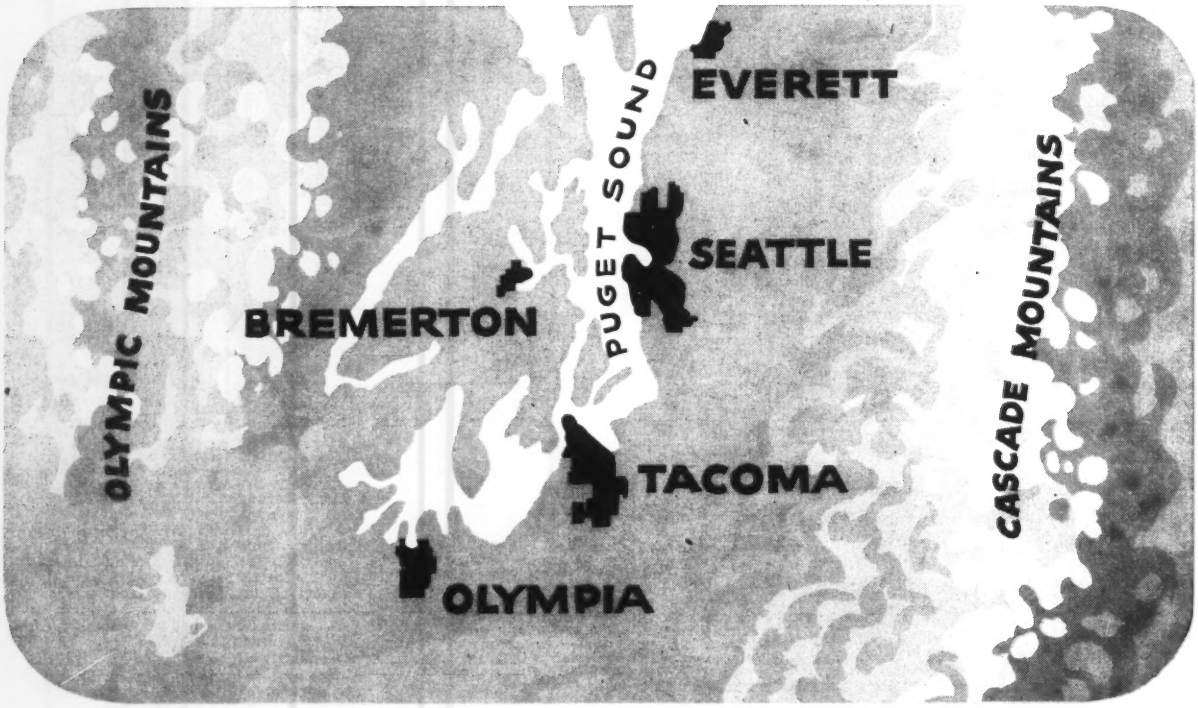

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Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

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TELESTATUS®

Feb. 15, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
► **WBRC-TV (6) NBC; Raymer; 184,300**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► WKAB-TV (48) CBS, DuM; Forjoe; 41,600

Montgomery†—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 22,300
Montgomery Bcstg. Co. (12), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 80,289

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 80,289
► KOY-TV (10) ABC; Blair; 80,289
► KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 19,825
► KVOA-TV (4) NBC; Raymer; 19,825

Yuma†—
► KIVA (11) DuM; Forjoe; 17,902

ARKANSAS

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► KRTV (17) CBS, DuM; 51,000

Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 49,600
► KERO-TV (10) CBS, NBC; Avery-Knodel; 98,831

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
► KHSL-TV (12) CBS, NBC; Grant; 28,200

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno—
KBID-TV (53) Meeker; 8/12/53-2/13/54 (granted STA Feb. 2)
► KJEO-TV (47) ABC; Branham; 81,850
► KMJ-TV (24) CBS, NBC; Raymer; 79,147

Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
► KABC-TV (7) ABC; Petry; 1,758,985
► KCOP (13) Katz; 1,758,985
► KHJ-TV (9) H-R; 1,758,985
► KNBH (4) NBC; NBC Spot Sls.; 1,758,985
► KNXT (2) CBS; CBS Spot Sls.; 1,758,985
► KTLA (5) Raymer; 1,758,985
► KTTV (11) DuM; Blair; 1,758,985
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Montereyt—
► KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) 28,418
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Newest Starter:

Listed below is the newest station that has started commercial operation:

WARM-TV Scranton, Pa. (ch. 16), Feb. 9.

Salinas†—
► KSBW-TV (8) CBS, NBC; Hollingbery; 380,990

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
Elliot Cushman (21), 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 829,400
► KPIX (5) CBS, DuM; Katz; 829,400
► KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-4/6/54

San Jose†—
KVIE (48), 6/17/53-October '54
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 64,579

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827

Stockton†—
► KTVU (36) Hollingbery
Radio Diablo Inc. (13) Initial Decision 1/21/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 107,000

Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 39,217
► KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
► KBTV (9) ABC, CBS; Free & Peters; 197,516
► KFEL-TV (2) NBC; Blair; 197,516
► KLZ-TV (7) CBS; Katz; 197,516
► KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,200

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 54,019
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 137,063

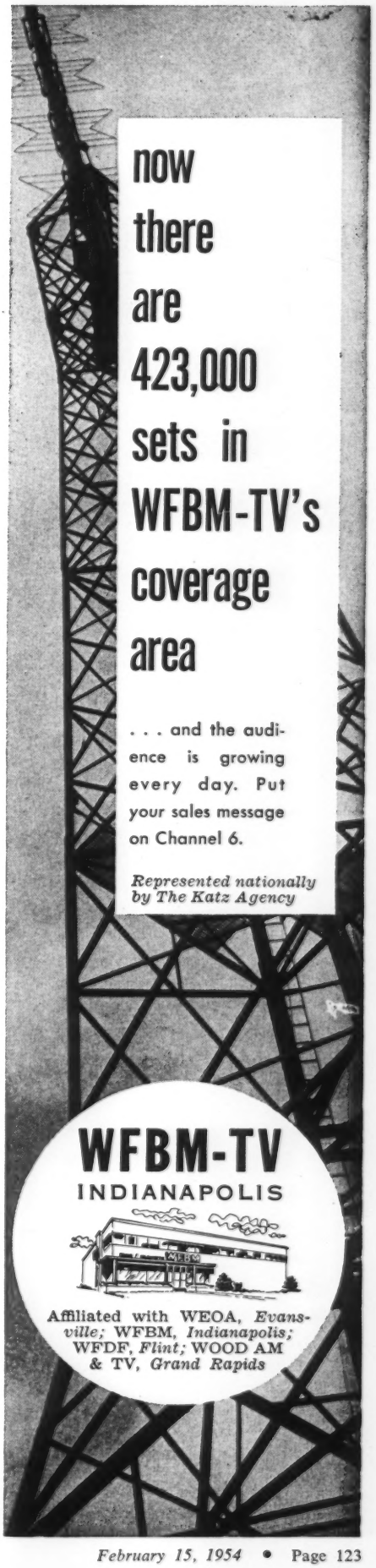
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,040
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 97,960

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.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WFBM-TV
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Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

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National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 591,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
WINK-TV (11) Weed; 3/11/53-3/1/54

Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 208,441
WOBS-TV (30) Stars National; 8/12/53-April '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27), 12/2/53-Unknown
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 235,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) CBS; Blair; 10/14/53-April '54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-April '54

West Palm Beach—
WEAT-TV Inc. (12) Initial Decision 2/3/54.
► WIRK-TV (21) Weed; 21,405
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 11/13/54-6/1/54 6/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 40,800
WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/14/54

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500
► WRBL-TV (4) CBS; Hollingbery

Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000

Rome†—
► WROM-TV (9) Weed; 75,500

Savannah†—
WTOC-TV (11) ABC, CBS; Katz; 6/26/53-2/14/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-February '54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,200
► KIDO-TV (7) NBC, DuM; Blair; 24,500
KTVI (9) ABC; Hollingbery; 1/15/53-October '54

Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 165,000

Bloomington†—
► WBLN (15) McGillvra;12,350

Champaign—
► WCIA (3) Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000
► WBKB (7) ABC; Blair; 1,800,000
► WGN-TV (9) DuM; Hollingbery; 1,800,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,800,000
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney; 15,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48), 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 124,825
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040

Elkhart†—
WSJV (52) H-R; 6/3/53-3/1/54

Evansville†—
► WFIE (62) Venard; 41,750

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 63,931
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
Universal Bcstg. Co. (8) Bolling; 1/28/54-6/1/54

LaFayette†—
► WFAM-TV (59) Rambeau; 43,120

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230

Princeton†—
► WRAY-TV (52) Walker; 25,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 95,685

Terre Haute†—
WTHI-TV (10), 10/7/53-Unknown

Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 194,376

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361

Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-April '54

Fort Dodge†—
► KQTV (21) Pearson; 41,000

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
KCOM Bcstg. Co. (4) 1/21/54-Unknown

Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KANSAS

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 89,639

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 46,953

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
► WEHT (50) CBS; Meeker; 31,000

Lexington†—
WLAP-TV (27) Pearson; 12/3/53-4/1/54

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Venard; 55,483
WLOU-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown

Baton Rouge—
KHTV (40), 12/18/52-Unknown
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
WBRZ-TV (2) 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10), 9/16/53-3/15/54
KLFY-TV (10), 9/16/53-3/15/54

Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 94,500
► KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late Winter '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 235,077
► WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 29,500

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000

Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000

Poland†—
WMTW (8), 7/8/53-4/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 31,000

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 529,974
► WBAL-TV (11) NBC; Petry; 529,974
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 529,974
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

MASSACHUSETTS

Adams (Pittsfield)†—
WMGT (74) Walker; 2/18/53-2/15/54 (granted STA Feb. 1)

Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,143,486
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,143,486

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 96,250

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Spring '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 118,000
► WWLP (61) ABC, NBC; Hollingbery; 118,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 17,200
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
WNEM-TV (5) NBC, DuM; Headley-Reed; 9/2/53-2/15/54 (granted STA Jan. 13)

Benton Harbor†—
WHFB-TV (42), 2/26/53-Unknown

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 44,850

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 357,094

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) DuM; Venard; 31,240
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 74,013

Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
► WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500

Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 413,400

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 65,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 425,700
► WMIN-TV (11) ABC; Blair; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

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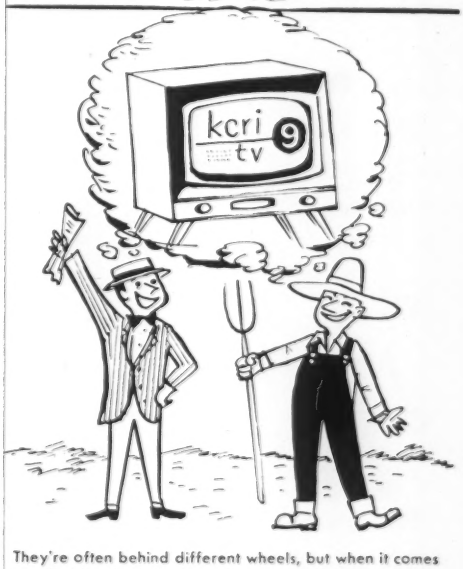

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basic ABC affiliate

kcri-tv channel 9
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

EVEN IN WATERLOO IT'S

W·H·E·N

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ABC
DUMONT

A MEREDITH STATION

Joplin†—
KSWM-TV (12), 12/23/53-Unknown
Kansas City—
► KCMO-TV (5) ABC; Katz; 365,480
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 65,934
► KMBC-TV (9) CBS; Free & Peters; 365,480
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 365,480
► WHB-TV (9) CBS; Blair; 365,480
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205
St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-February '54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 38,896
► KYTV (3) ABC, NBC; Hollingbery; 42,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500
KRHT (8), 1/15/53-Unknown
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000
Great Falls†—
KFBB-TV (5) CBS; Weed; 1/15/53-March '54
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege†—
► KHOL-TV (13) CBS, DuM; Meeker; 15,630
Lincoln—
► KFOR-TV (10) ABC; Raymer; 71,348
► KOLN-TV (12) DuM; Weed; 75,938
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
WMUR-TV (9) Weed; 8/26/53-2/15/54
Mt. Washington†—
WMTW (8), 7/8/53-4/1/54

NEW JERSEY

Asbury Park†—
► WRTV (58)
Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,110
WOCN (52), 1/8/53-Unknown
Camden†—
South Jersey Bcsg. Co. (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 40,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518
Clovis†—
KNEH (12), 3/4/53-Unknown
Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 17,743

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 209,357
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 381,245(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Elmira—
► WECT (18) NBC; Everett-McKinney; 21,861
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 301,750
WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54
Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 296,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 134,000
Watertown†—
WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,400
WLOS-TV (13), 12/9/53—Unknown
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145
Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
WTIK-TV (11) 1/21/54-Unknown
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 207,045
Greenville—
WNCT (9) CBS, DuM; Pearson
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820
Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-2/15/54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 173,340
► WTOB-TV (26) ABC, DuM; H-R; 42,750

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000
Valley City†—
KXJB-TV (4) Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431
Ashtabula†—
► WICA-TV (15) Gill-Perna
Cincinnati—
*WCET (*48), 12/2/53-Unknown*
WCIN-TV (54), Forjoe; 5/14/53-October '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target

► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 38,535
► WLWD (2) NBC; WLW Sls.; 300,000

Elyria†—
Elyria-Lorain Bcstg. Co. (31) Initial Decision 1/27/54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 34,772

Miami†—
KMIV (58), 4/22/53-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 251,742
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742
*KOED (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-February '54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/15/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24) 12/9/53-February '54 (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Unknown
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427

Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 732,933

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 286,939
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 138,300

Lewiston†—
WMRF-TV (38), 4/2/53-Unknown

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 85,802

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,741,272
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 174,300
*WQED (*13), 5/14/53-February '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown

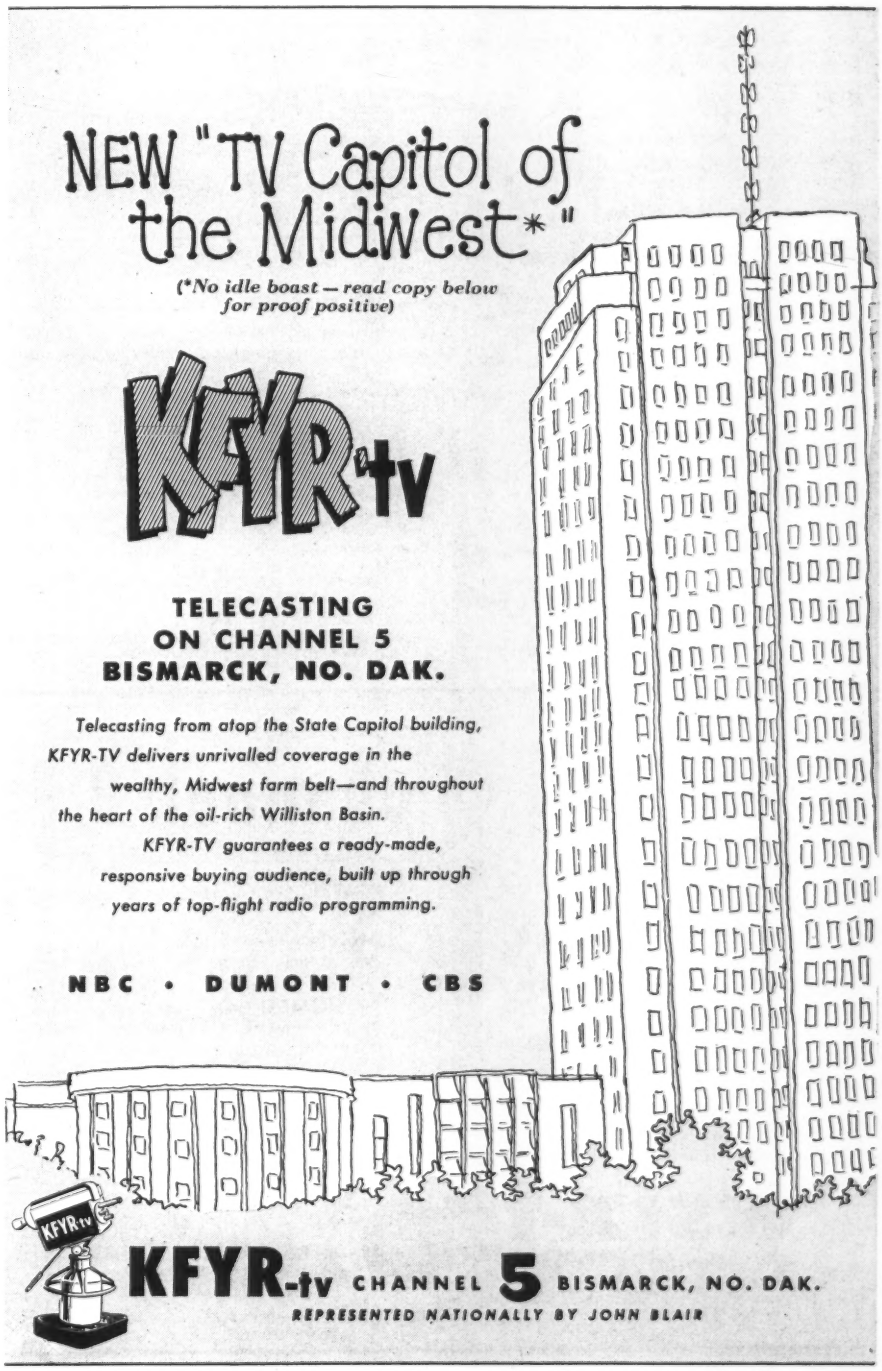
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) Hollingbery; 115,000
► WGBI-TV (22) CBS; Blair; 130,000
► WTVU (73) Bolling; 150,424

Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 152,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54


NEW "TV Capitol of the Midwest*"
(*No idle boast — read copy below for proof positive)
KFYR-tv
TELECASTING
ON CHANNEL 5
BISMARCK, NO. DAK.
Telecasting from atop the State Capitol building, KFYR-TV delivers unrivalled coverage in the wealthy, Midwest farm belt—and throughout the heart of the oil-rich Williston Basin.
KFYR-TV guarantees a ready-made, responsive buying audience, built up through years of top-flight radio programming.
NBC • DUMONT • CBS
KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.
REPRESENTED NATIONALLY BY JOHN BLAIR

York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413
WNET (16) ABC, DuM; Raymer; 4/8/53-2/15/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000
Camden†—
WACA-TV (15) 6/3/53—Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 51,043
Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,982
► WIS-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Raymer; 35,000
Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed
► WGVL (23) ABC, NBC, DuM; H-R; 40,863
Greenwood†—
WCRS-TV (21), 4/8/53-Unknown
Spartanburg†—
WORD-TV (7), 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 52,127

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF Bcstg. Co. (12) Branham; 1/28/54-May '54
Jackson†—
WDXI-TV (9), 12/2/53-6/1/54
Johnson City†—
► WJHL-TV (11) Pearson; 44,469
Knoxville—
► WTVS (6) ABC, NBC; Avery-Knodel; 55,935
► WTSK (26) CBS, DuM; Pearson; 42,380
Memphis—
► WHBQ-TV (13) CBS; Blair; 253,061
► WMCT (5) ABC, NBC, DuM; Branham; 253,061
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591
Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,408
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 43,605
► KGNC-TV (4) NBC, DuM; Katz; 43,605
KLYN-TV (7), 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 55,271
Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53
Corpus Christi†—
Coastal Bend Tv Co. (22), 1/6/53-Unknown
H. L. Hunt (43), 12/9/53-Unknown
Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 319,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 36,503
► KTSM-TV (9) NBC; Hollingbery; 34,380
Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 303,411
Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 235,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300
Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 300,000
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), Initial Decision 1/14/53
Longview†—
► KTVE (32) Forjoe; 16,100
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 40,893
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 40,893
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
► KMID-TV (2) NBC; Venard; 26,000
San Angelo†—
► KTXL-TV (8) CBS; Venard; 20,063
San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 179,897
► WOAI-TV (4) NBC; Petry; 179,897
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543
Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 62,213
Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000
Lucille Ross Lansing (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 30,048
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-February '54 (granted STA Jan. 18)
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 153,100
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 153,100
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
WBTM-TV (24) Hollingbery; 12/18/52-2/21/54 (granted STA Jan. 7)
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 76,250
Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 66,842
Lynchburg—
► WLAV-TV (13) CBS, DuM; Hollingbery; 102,281
Marion†—
WMEV-TV (50) Donald Cooke; 4/2/53-Unknown
Newport News—
► WACH (33) Avery-Knodel
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 207,600
► WTOV-TV (27) ABC, DuM; Forjoe; 83,100
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 430,134
Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 223,000

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 33,301
Seattle—
► KING-TV (5) ABC; Blair; 326,000
► KOMO-TV (4) NBC; Hollingbery; 326,000
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 50,823
► KXLY-TV (4) CBS, DuM; Walker; 46,678
Tacoma—
► KMO-TV (13) Branham; 326,000
► KTNT-TV (11) CBS, DuM; Weed; 326,000
Vancouver†—
KVAN-TV (21) 9/25/53-Unknown
Yakima—
► KIMA-TV (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 28,000
The Tierney Co. (8) Initial Decision 1/25/54
Fairmont†—
WJPB-TV (35) ABC, DuM; Headley-Reed; 7/1/53-2/21/54
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 260,682
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 17,000
Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
La Crosse†—
WKBT (8) NBC; Raymer; 10/28/53-Summer '54
La Crosse Tv Corp. (38), 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 35,000
► WMTV (33) ABC, DuM; Meeker; 32,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target

telecasting on **channel 8**

to

Middle Tennessee, Southern Kentucky

and portions of

North Alabama . . .

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv

NASHVILLE 3, TENNESSEE

channel 8

CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont

Marinette†—
WMGB-TV (11), 11/18/53-Unknown
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 236,640
►WOKY-TV (19) ABC, DuM; H-R; 236,640
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 644,973
Neenah†—
►WNAM-TV (42) George Clark
Oshkosh—
►WOSH-TV (48) Headley-Reed; 17,668
Superior†—
WDSM-TV (6) CBS; Free & Peters; 10/14/53-3/1/54
Wausau†—
Alvin E. O'Kinski (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/15/54

ALASKA

Anchorage†—
►KFIA (2) CBS, NBC; Weed
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) ABC, CBS; Free & Peters; 44,944
►KONA (11) NBC, DuM; NBC Spot Sls.; 41,000
KULA-TV (4) Headley-Reed; 5/14/53-3/15/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54
WKAQ-TV (2) Inter-American; 7/24/52-February '54

CANADA

London†—
►CFPL-TV (10)
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
Sudbury†—
►CKSO-TV (5) 4,938
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 360; total cities with stations on air: 238. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 27,745,000.

*** Indicates educational stations**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 266,526 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

UPCOMING

FEBRUARY

Feb. 14-20: Advertising Recognition Week.

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 16-18: Radio-Electronics-Tv Mfrs. Assn. Winter Conference, Roosevelt Hotel, New York.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

Feb. 21-28: Brotherhood Week.

Feb. 22-24: NCAA Tv committee holds hearings on controlled football tv plan, New York (hotel not yet announced).

Feb. 24: Voice of Democracy awards luncheon, Shoreham Hotel, Washington.

MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 21: Third rally of RETMA firms making military equipment, Roosevelt Hotel, New York.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

APRIL

April 1: Comments due on FCC proposed license fees.

April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.

April 11: Replies due to comments on FCC proposed license fees.

April 12: BMI program clinic, Hamilton, Ont.

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.

May 23: NARTB Convention, Palmer House, Chicago.

May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE

June 7: BMI program clinic, Winnipeg, Man.

June 9: BMI program clinic, Regina, Sask.

June 11: BMI program clinic, Edmonton, Alta.

June 14: BMI program clinic, St. John, N. B.

June 20-23: Advertising Federation of America, Boston.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Salt Lake City.

AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

FOOTE, CONE & BELDING
American Chicle Co
GEYER ADVERTISING, INC.
"... one of the most promotion-minded stations in Texas."
Earl M. Richards, Foote, Cone & Belding.
"...our sincere thanks for the wonderful cooperation ...R. L. Harris Advertising Manager, American Chicle Company.
"Once again I want to express our appreciation for the excellent manner in which you have followed through..." Wright Nodine, Geyer Advertising, Inc.
*Effective Promotion includes:
• 24 Sheet Posters • Texas Size Post Cards • Newspaper Publicity and Ads • P. O. P. Displays • Courtesy Announcements • Sales Meetings • Promotion Reports.
EP
effective promotion
KROD-TV
CHANNEL 4 • EL PASO, TEXAS
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chrm. of Board — Val Lawrence, Pres. & Gen. Mgr. — Dick Watts, Sales Mgr.
THE BRANHAM CO. NAT'L REPRESENTATIVE

BMI
"Pin Up" Hit
OUR HEARTBREAKING WALTZ
RECORDED BY
TERESA BREWER .....Coral
PINETOPPERS .....Coral
GUY LOMBARDO .....Decca
CLYDE MOODY .....Decca
PUBLISHED BY
VILLAGE MUSIC CO.
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

'Big Ed' Chases a New Fire . . .

WHAT MAYOR LaGuardia used to be to New York City's fire department, Sen. Edwin C. Johnson is to the FCC.

Whenever there's a fire—or even a wisp of smoke—in broadcasting, Sen. Big Ed responds to the first alarm. Sometimes he gets himself entangled in the hose-lines, but there are instances wherein he gives the Chief a helping hand.

Such would appear the case in the conflagration over filing fees. Sen. Big Ed thinks Congress, and not the FCC, should be the arbiter, and he has introduced a bill to that end. We agree with the Senator, and it's our opinion that the FCC agrees too, since this filing fee matter was not of its making.

The Bureau of the Budget mandated all of the Federal agencies to get themselves self-sustaining by charging fees for paper-work and other services. Congress itself suggested this too, but didn't make it mandatory. The FCC did what it felt it should by drafting a scale of fees, starting with a resounding $325 flat for any kind of primary broadcast application or renewal. But, as far as we're aware not a single FCC member is for it.

Sen. Johnson boils over at the thought that, by paying a fee, a licensee would get a "proprietary interest in a frequency." Yet, historically, when one pays a license fee he gets in return some sort of continuing right for the duration of the license term.

The FCC has already asked for comments on its proposed filing fee schedule, due April 1. Sen. Johnson asks the FCC to suspend its proceeding until the Senate Interstate Commerce Committee has had a chance to get its teeth into the fee issue.

Certainly, this is not an unreasonable request. But, we think, the Committee should direct its request to the Budget Bureau which commanded the FCC to evolve a fee plan.

We like the idea of a full Senate hearing. It means the appearance, in person, of those who feel a fee system is iniquitious, inequitable and discriminatory. Those same people might not be disposed to submit their comments to the FCC, notably since it appeared both Congress and the Administration were for the plan—until Sen. Johnson unburdened himself.

. . . . Another Blaze That Needs Quenching

AND WHILE on the subject of legislative hearing, it is to be hoped that the Senate or House committee, or both, promptly will take up the pending bills to rid broadcasting regulation of its most damaging blight—the so-called economic protest rule.

The rule, known as 309 (c), became effective last year under the McFarland amendments. It was intended to thwart FCC's erstwhile left-wing lawyers but instead it has boomeranged. It has permitted hinder-and-delay hearings on economic grounds. It allows attorneys of applicants to do legally what they could not do ethically.

We know of no one, on the record, who now favors 309 (c) as written—not even the attorneys who originally steamrollered it. The FCC drafted the clarifying amendment and, by request, Chairman Bricker (R-Ohio) of the Senate Committee, and Chairman Wolverton (R-N. J.) of the House Committee, introduced it.

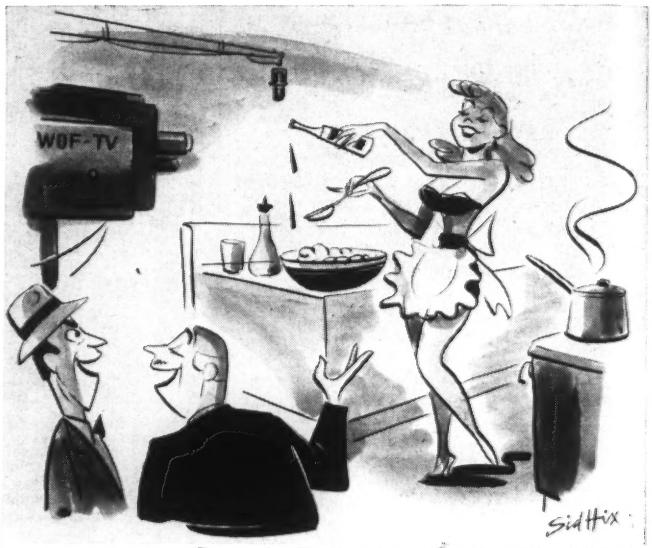
It seems ludicrous, on the one hand, to have the Administration fostering legislation to assess filing fees to defray cost of communications regulation, and on the other, to allow in Federal law a provision that costs taxpayer, Government and legitimate broadcast applicants literally hundreds of thousands for futile hearings that result only in delaying desired service to the public.

The Biggers Picture

IN ARGUING that newspapers should accede to public demand for news about radio and tv, George C. Biggers, American Newspaper Publishers Assn. president, modestly claims prejudice because his company also owns WSB-AM-FM-TV Atlanta.

Prejudice, if we may respectfully disagree with him, is not quite the word. As a substitute, we submit "enlightened."

Mr. Biggers is in a particularly advantageous position to assess the interplay of newspaper and broadcast media. The *Atlanta Constitution* and the *Atlanta Journal* are journalistic leaders, both in editorial and advertising content. The associated radio and television stations are equally respected in their fields. Atlanta's radio and tv stations have aggressive operational management, and competition among them is keen.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's another WOF-TV first . . . a program for the men who take an interest in cookery!"

For these reasons Mr. Biggers deserves to be heeded by the members of the publishers association he heads. Here is a newspaperman with a broad view of the newspaper's function in today's community.

This passage from his speech, quoted in detail elsewhere in this issue, is worth repeating:

". . . I hold that if people are going to depend upon some printed matter to keep informed about radio and television, I want them to depend upon my newspaper. . . . If printing the programs will keep our newspaper lying on the television set for a week, then I think we get some benefit from it."

That is a statement of self-interest, to be sure, but it is, as we say, enlightened self-interest. It reflects a policy that will do far more for the future good of the Atlanta papers than the narrow view of considering radio-tv as hated rivals will do for either the balance sheet or reader regard of those newspapers which have adopted policies of making radio and television pay.

Plugging the Plugs

IT IS encouraging to hear that network officials are making a serious effort to reduce the vast number of awards that are handed out to radio-tv performers and programs or at least to soft-pedal the publicity accompanying them. The profusion of awards that are distributed in the usually fulfilled hope of return promotion on the air has demeaned the standing of all awards, including the few which have merit.

The networks admittedly have a job on their hands. It will not be easy to persuade the comedian who is named the outstanding blue-eyed master-of-ceremonies of the year to keep from mentioning the distinction. Yet that is the obvious key to the problem.

If a general moratorium were declared against on-the-air presentation or mention of awards, the number of organizations donating them would diminish to practically zero.

The tit-for-tat of contemporary radio and especially television extends beyond awards. It has become absurdly common practice for an entertainer who is the subject of an article in a magazine to announce the fact, with details of date of issue and where it can be bought, just about the time the magazine arrives at the news stands. The practice may be viewed as ideal by circulation managers of those publications, but it can hardly be defended as good telecasting.

What it all boils down to is that the networks must arrive at some reasonable rule of thumb designating the limits beyond which performers must not go in giving free plugs to themselves or to others. Unless checks are applied soon, the plugs threaten to overwhelm the formal, paid commercials.

This Is What WWJ Coverage Of The Detroit Market Means:

WWJ Primary Listening Area covers 1,490,000 radio homes, and 5,330,000 people who spend $6,031,000 annually in retail stores.

WWJ *today covers 425,000 more people than in 1951 . . . 227,500 more radio homes . . . and an area that does $1,257,000 more retail business.*

WWJ covers 69% of Michigan's total population and total retail sales . . . and centers its sales efforts on a market that is first among the nation's major markets in retail sales per family, in factory wage rates, in drug and automotive sales per family.

WWJ *covers the world's greatest car-radio audience . . . nearly one million passenger cars that are driven a total of 15 million miles, to and from work EACH DAY, within Metropolitan Detroit.*

WWJ covers 33 years of broadcasting, during which it has received radio's highest merit awards. Its programming leadership and community prestige make WWJ the ACCEPTED station of the nation's selective advertisers, in the richest market concentration of family buying power.

The time to sell Detroit is now . . .
the station is . . .

WWJ AM-FM

Basic NBC Affiliate

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.